APRIL

1953

Monumental NEWS-REVIEW

Combining

MONUMENTAL NEWS

GRANITE MARBLE & BRONZE

THE MONUMENT AND CEMETERY REVIEW



WELLHEADS of COMMEMORATION



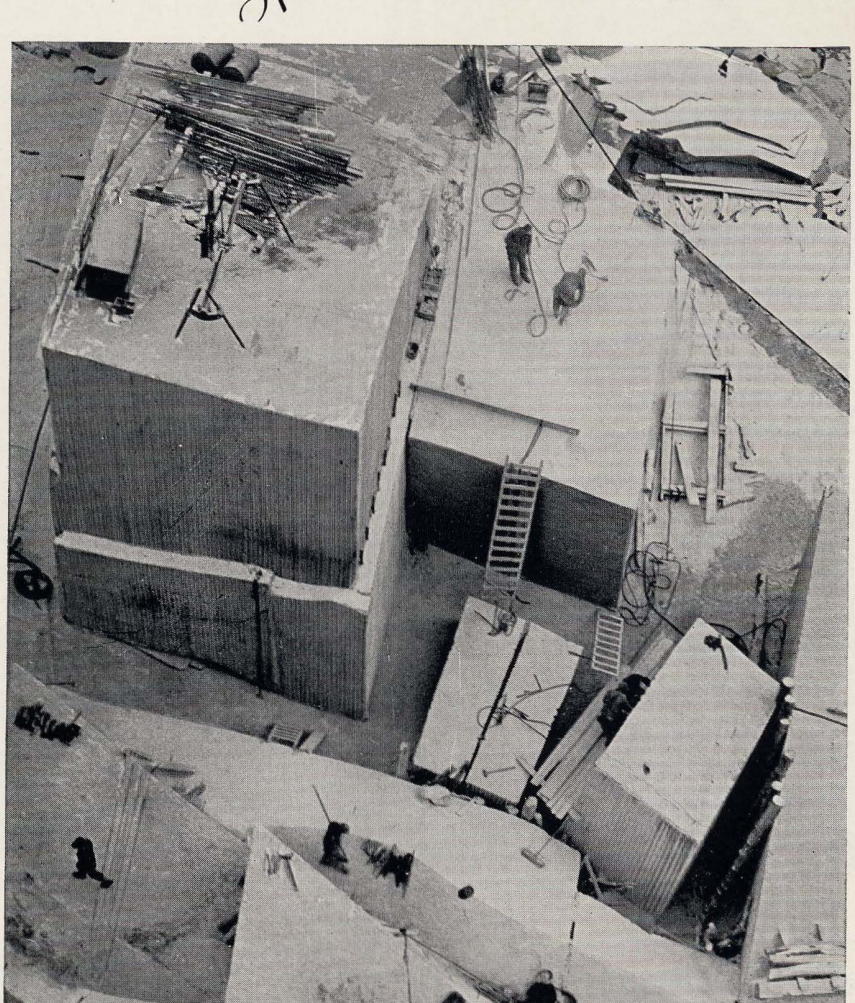


From the engine-house controlling the many derricks at the Wetmore & Morse Quarry are seen three typical operations at "The Top of The Hill," indicative of the magnitude of this long famed development. The importance of Quality in Material selected for cemetery or civic commemoration must, of course, be a "First Concern." In Beauty, Uniformity and Durability, no other monumental material is more desirable than Wetmore & Morse Certified Select Barre Granite.

WETMORE & MORSE QUARRY

Division of Rock of Ages Corporation

BARRE, VERMONT





The Becher Memorial was designed and erected by the Bronx Memorials Corp., New York City. We manufactured this fine monument, using Smith-Barre granite.

Our Aim is *YOUR* Satisfaction

Representatives:—

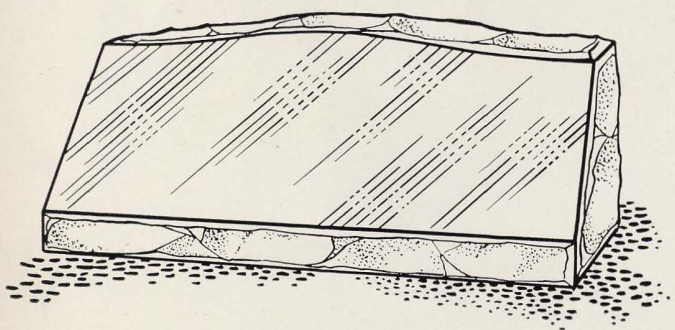
Bernard Kimmel
704 Almont Rd.,
Far Rockaway, N. Y.
Tel.: FA 7-8594

Joseph C. Curtis
5547 N. Kenmore Ave.,
Chicago 40, Ill.
Tel.: LOngbeach 1-7040

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NORTH BARRE GRANITE COMPANY
BARRE, VERMONT

John Leppanen and Jules Chatot, Proprietors



IF YOU SELL SLANT MARKERS....

One trial order will prove something to you that many other dealers have learned: We produce SLANT MARKERS, in stock sizes or to special specifications, that deliver MORE quality, create MORE sales, and return MORE profits.

The same craftsmen who produce our famed custom-work also cut our markers, and you can SEE the superiority in everything but the price!

GRANITE CITY GRANITE COMPANY
QUARRIERS • MANUFACTURERS
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LETTERS TO THE EDITOR

These columns a monthly Monumental News-Review feature, are dedicated to the principle of the open forum and to the belief that a frank discussion of the industry's problems is beneficial. While opinions expressed in these letters do not necessarily agree with our own, we do reserve the right to censorship on material of a libelous or obviously personal nature. Letters are solicited from all branches of the trade and unless otherwise requested the writer's name will be published.

JOIN THE MONUMENT INSTITUTE OF AMERICA

Monumental News-Review:

Please accept the very sincere appreciation of the officers and members of this Institute for the splendid coverage of its creation at Cleveland as set forth in the February issue of your magazine.

It is only by the widest possible dissemination of the important facts presented at Cleveland and the reception which they were given, that we can reach the members of this industry.

The members of the retail division are scattered from coast to coast and from Canada to the Gulf. We have three capable very hard-working representatives in Messrs. Warner, Davis and Foster but it is a physical impossibility to see these men individually and explain the ideals and possibilites of the Institute. Group information through your magazine and meetings with groups of dealers is the only answer. It is hoped that from the hundreds of interested dealers who have signified their desire to join the Institute will come offers of assistance in arranging group meetings at which the plan can be presented. It is an unfortunate fact that only a relatively small proportion of the dealers throughout the country attend the various state meetings and many who did so had been at Cleveland and had signed their application when the Institute was created.

The Board of Directors cannot declare the Monument Institute of America operative until there are sufficient members and funds to assure success of the plans. The sooner we get the members, the sooner the Institute can operate. Anything that you can do to assist will always be deeply appreciated.

Sincerely yours,

THOMAS I. RANKIN
MONUMENT INSTITUTE OF AMERICA
Temporary Address: 282 Delaware Ave.,
Buffalo 2, N. Y.

SENTIMENT STILL A MUST

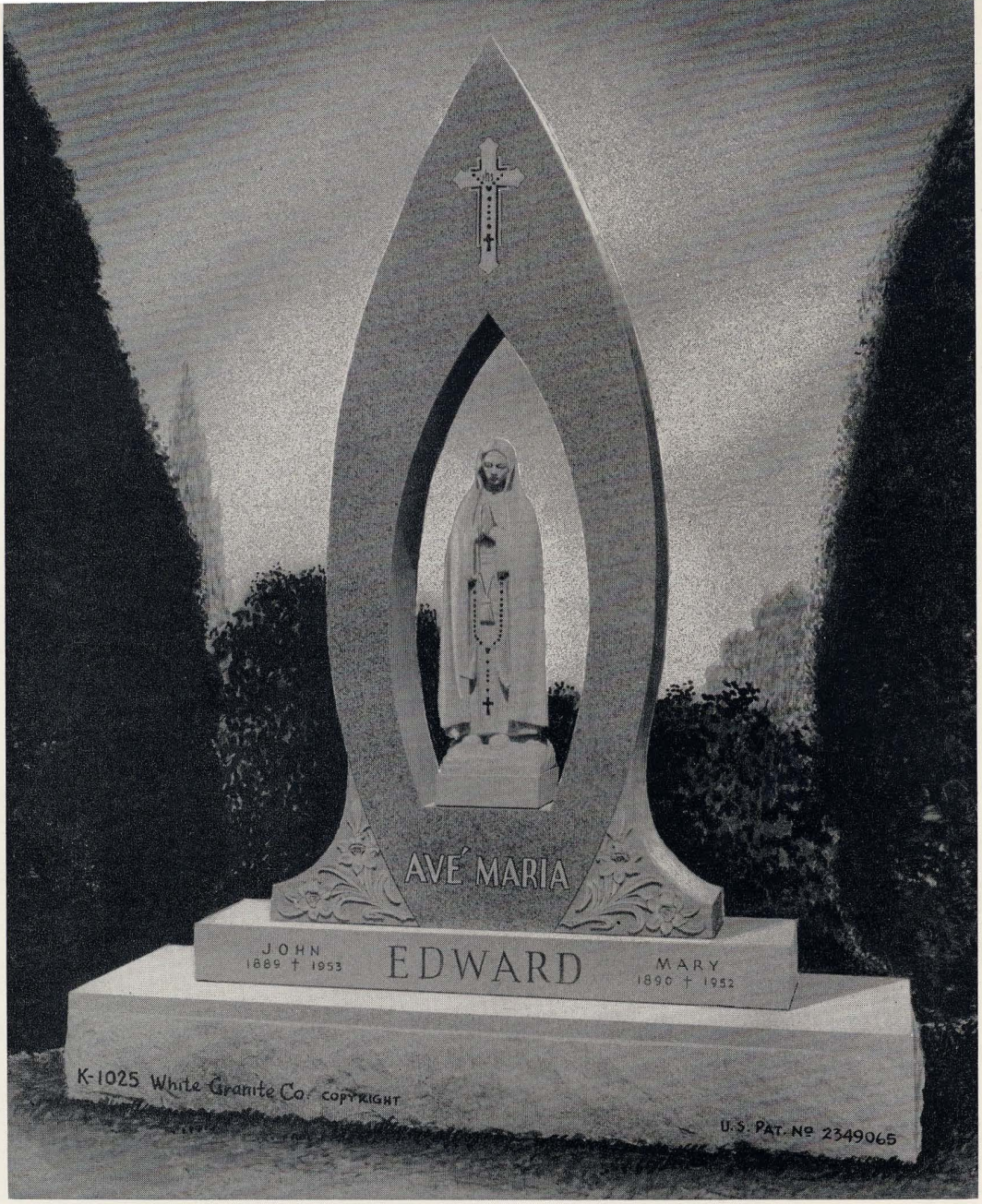
Monumental News-Review:

As one associated with the memorial industry in several capacities over many years I continue to read the News-Review with considerable interest.

I was particularly interested in the February issue reporting the January convention at Cleveland. I note that the trade, both retail and wholesale, is still pointing with alarm to the same threats to their existence which have been developing for the past twenty years or more. I refer to the no-memory cemetery, national cemeteries, cremation, carpet-baggers, cemetery restrictions, and an unappreciative public. No one, it seems, has the courage to point out the greatest evil of all, the

[*Continued on Page 6*

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COPYRIGHTED DESIGN (No. K-1025) U. S. Patent No. 2349065—Canadian Patent Applied For

"Our Lady of Fatima" Shrine as a Fitting Family Memorial

A beautiful, imposing Shrine of Memory, featuring a statue of "Our Lady of Fatima"—or any other religious figure desired—will afford greater solace and deeper meaning as a family memorial than perhaps any other form of commemoration . . . and, for the ultimate in religious symbolism, we feature the White-created, patented Rosary, beaded in gem-like beauty.

"Our Lady of Fatima," or any other statue of your choice, can be had in either select Barre granite or Carrara marble. Shrine also finished with rock ends and statue opening, with scotia and bottom nosing axed. Your inquiries are cordially invited.

SIZES

1-6 Statue	2-0 Statue	2-6 Statue	3-0 Statue	*4-0 Statue
2-2 x 0-8 x 4-4	2-6 x 0-8 x 5-0	3-0 x 0-8 x 6-0	3-6 x 0-8 x 7-0	5-0 x 0-10 x 10-0
3-2 x 1-2 x 0-8	3-1 x 1-0 x 0-5	3-8 x 1-0 x 0-5	4-4 x 1-2 x 0-6	6-6 x 1-6 x 0-8
	4-2 x 1-6 x 0-8	5-0 x 1-6 x 0-10	5-10 x 1-10 x 0-10	8-6 x 2-4 x 0-8
				11-4 x 3-4 x 0-10

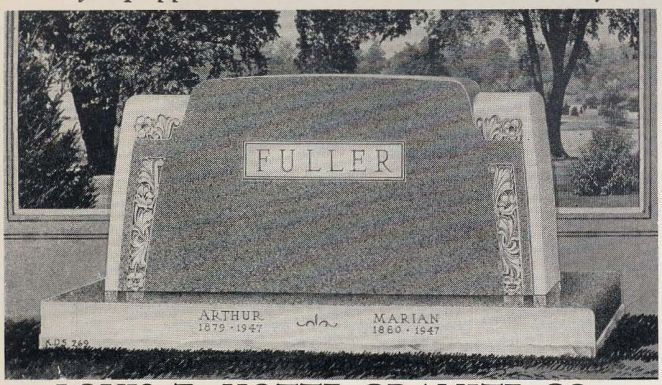
(Duplicate sizes of original Shrine erected in Barre, Vt.)

***New York City Area Representative:*—Ralph E. Pesiri,**
186-45 Henley Rd., Jamaica Estate, N. Y.

WHITE GRANITE COMPANY

Barre, Vermont

Modernly Equipped to Give You Service and Satisfaction



LOUIS Z. HOTTE GRANITE CO.
Ayers Street . . . BARRE, VERMONT

Granite Memorials of the Finest Quality

Our wide variety of beautiful granites will fill your every need: -

EXTRA DARK and MEDIUM QUINCY; — BLUE-WHITE WESTERLY; — BALMORAL, BEERS, MOROCCAN RED and SWED ROSE RED GRANITES; — SELECT CHESTER, — EMERALD and BLUE PEARL, and SWEDISH BLACK.

Manufactured to your specifications.

We Welcome Your Inquiries.

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129 Centre Street **Quincy 69, Mass.**



CLEANEST CLEANER

2 Lbs. Prepaid	$ 2.50
10 Lbs. Collect	8.00
25 Lbs. Collect	18.00
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QUINCY • WESTERLY • BEERS RED
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"SUPERIOR GRANITE PRODUCTS"

NATIONAL GRANITE & POLISHING CO.
QUINCY, MASS.

LETTERS TO THE EDITOR Continued

SENTIMENT STILL A MUST . . .

Continued from Page 4]

failure on the part of a great majority of manufacturers and retailers alike to realize that if they are to succeed in again making the American public monument conscious they must learn to deal in sentiment rather than stone. Stone, after all, is merely a beautiful and lasting medium on which to express sentimental thoughts and ideas. I've always contended that the almost universal use of the "wild rose" does not accomplish this purpose.

I've looked at the pictures of the memorials, displayed at the convention. How many of them deserved to be there? Fine materials and excellent workmanship are in evidence but expressions of understandable sentiment are almost completely lacking. Two piece horizontal name plates decorated with conventional floral designs continue to predominate. Where are the epitaphs and the personalized inscriptions? I'm afraid we've eliminated these because they increase cost without realizing that in many cases they are the very things that create real value and sales appeal.

If I were still in the industry I'd subscribe heartily to the proposed program of the M.I.A. but I would exert every effort to make the primary goal the education of the trade itself before worrying about the best methods to follow for the education of the public.

Sincerely,
DE WAYNE NELSON
2 Chester Circle,
Raritan Gardens
New Brunswick, New Jersey

". . . MANY NICE COMMENTS . . ."

Monumental News-Review:

This is a bit tardy, but non-the-less sincere. Please accept my appreciation for the fine article which appeared in your September issue on page 20 and 21 concerning our two War Memorials. The article was well written and I appreciate the comments very much.

It is a rare privilege for a small-town dealer to have some of his work placed in the limelight for a brief time. I have had many nice comments from other dealers and folks in the industry. Most of all, I think the experience has given me a sense of humbleness and a desire to do better and better work.

Thanks again for your grand treatment of our efforts.

Sincerely yours,
RALPH D. JOHNSON
R. D. JOHNSON GRANITE CO.
Canandaigua, N. Y.

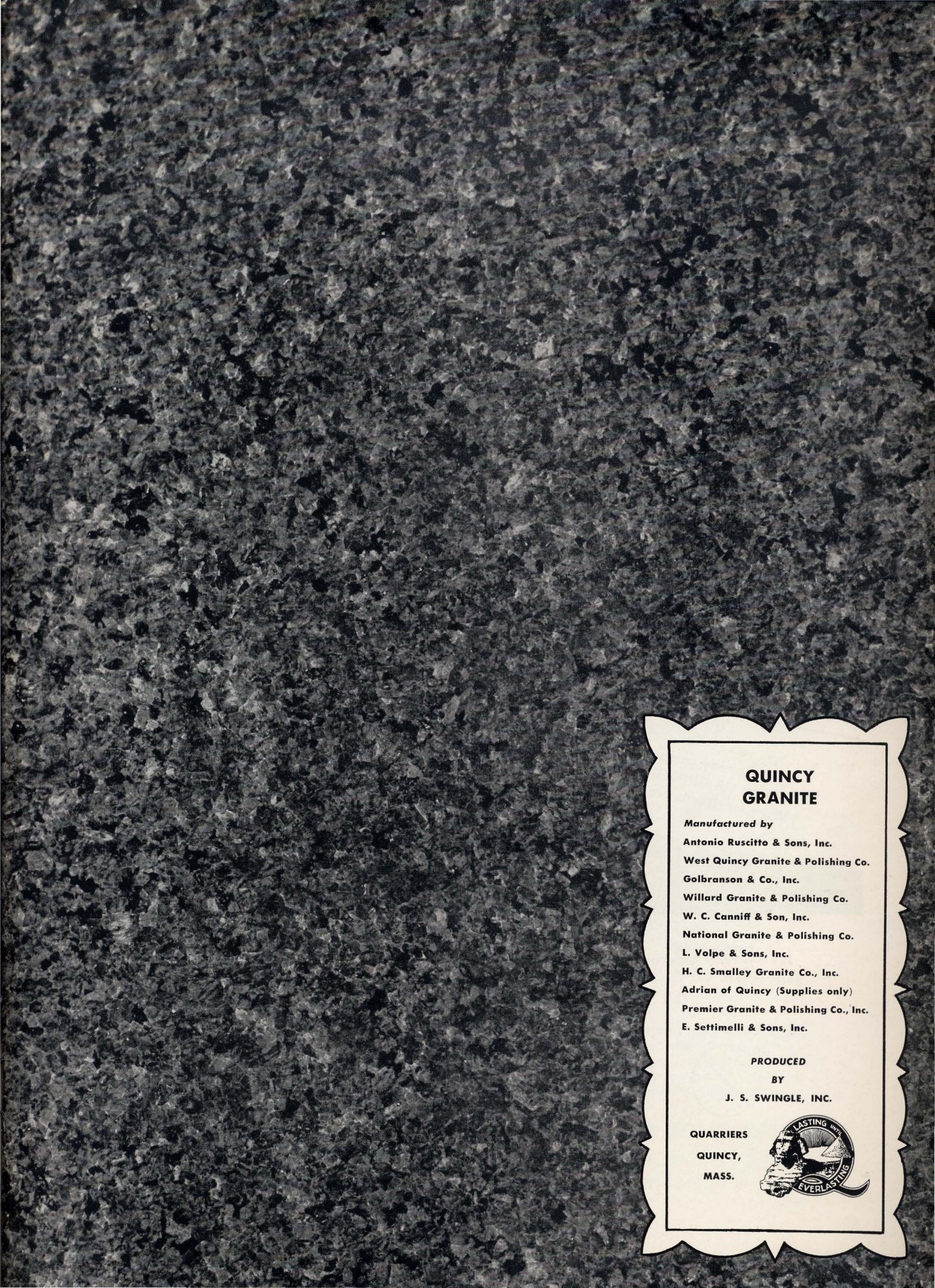
". . . THANK YOU . . ."

Monumental News-Review:

All of us in Buffalo and throughout the industry thank you for the publicity given to the Cleveland exhibit which we are happy to say has been acclaimed by all parts of the country as the best the industry has ever presented.

By your splendid pictorial presentation you have brought the beauty and value of the exhibit to hundreds of dealers throughout the country who were unable to be present in Cleveland. This is a service to all segments of the industry and we congratulate you on the manner in which it was done.

Sincerely,
THOMAS I. RANKIN
AMERICAN MONUMENT ASSOCIATION, INC.



QUINCY GRANITE

Manufactured by

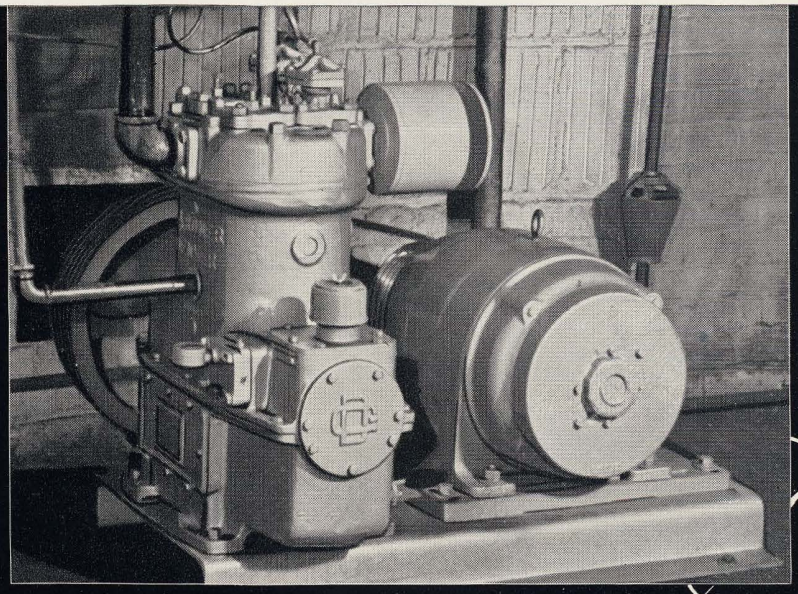
Antonio Ruscitto & Sons, Inc.
West Quincy Granite & Polishing Co.
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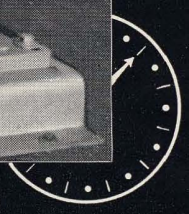
QUARRIERS
QUINCY,
MASS.

LASTING UNTIL EVERLASTING

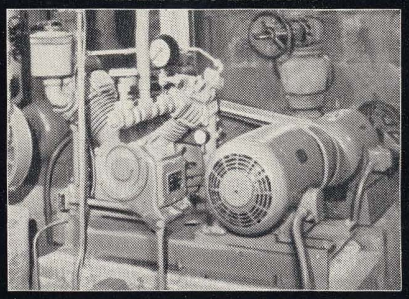
Model AA
32 to 183.6 c.f.m. displacement
Bulletin AA-6





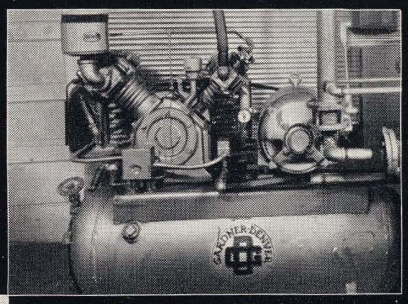


Air-Cooled Models
in capacities up to
144 c.f.m. displacement
Bulletins AC-8 and AC-10



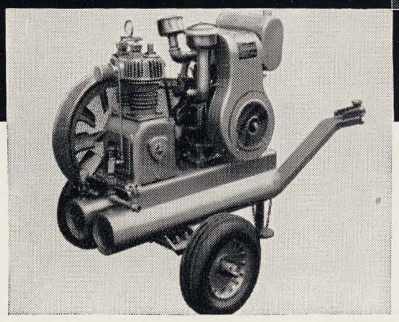
PRESSURE:	Holding up
OUTPUT:	Up to capacity
EFFICIENCY:	Right up there
OPERATION:	Downright economical
MAINTENANCE:	Trifling

For everyday compressor reports like this—
choose GARDNER-DENVER.
Write for descriptive bulletins.



Tank-Mounted Outfits
in capacities up to
72 c.f.m. displacement
Bulletin AC-10

Portable Models
12.4 to 49.3 c.f.m. displacement
Bulletin AC-14



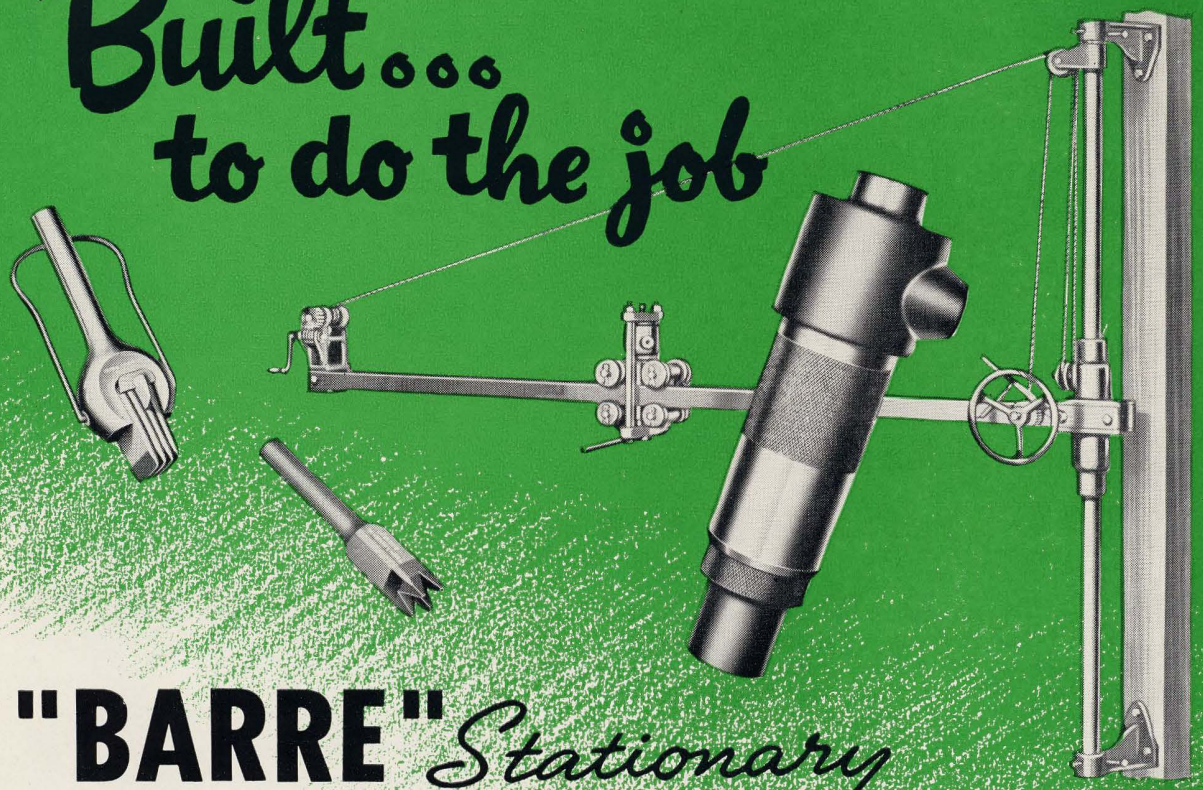


GARDNER-DENVER SINCE 1859

Gardner-Denver Company, Quincy, Illinois

THE QUALITY LEADER IN COMPRESSORS, PUMPS AND ROCK DRILLS

Built... to do the job



"BARRE" *Stationary* CRANE SURFACERS

"Barre" Stationary Crane Surfacers and Pneumatic Surfacing Tools, manufactured to the most exacting standards, are known throughout the stone working industry for their accuracy and dependability.

Every "Barre" Surfacer — Stationary, Portable, or Sliding Bar type, is designed and built "to do the job". And with "Barre" Surfacing Tools you have a combination that is unbeatable for accurate surfacing. Contact your local distributor or . . .



Write direct for illustrated catalog. No. 11 describing the complete "Barre" line of stone working tools. No charge — no obligation. Do it today.



Illustrated are a few time-saving "TROWCO" carbide-tipped tools.

PNEUMATIC CARVING TOOLS • HAMMERS • SURFACERS • PLUG DRILLERS • PORTABLE AND STATIONARY CRANE SURFACERS • HAND AND PNEUMATIC STONE CUTTING TOOLS • STONE WORKING SUPPLIES • SHARPENERS TOOLS

TROW & HOLDEN
COMPANY
BARRE, VERMONT

A BETTER TOOL MAKES A BETTER WORKMAN

NUMBER 4 OF A SERIES



GRANITE FOR WASHINGTON'S STATELY STRUCTURES

1861: *The quarrying firm ultimately known as Bodwell Granite Co., had, during its career, other names and partners—Kittredge, Webster, Webber, Walker, and Bodwell. Of this family, Jos. R. Bodwell became Governor of Maine. One of the outstanding Federal contracts was the supplying of cut stone for the State, War, and Navy Department buildings in Washington. It was at this juncture that the town of Vinalhaven enjoyed the greatest financial boom of its history—referred to as "Government Times" by local people.*

One of the advantages of continuous manufacture of tools and supplies for a widespread industry, is the manufacturer's knowledge of the evolution of such tools. Consequently, the position is ideal for interpreting tool and supply needs into more modern, more labor-saving, more profitably employed equipment. At the same time, this assures continuance of the rugged dependability so necessary to quarrying and working stone.

Some of the old-time items in the Bicknell Catalog are Wedge Point Crowbars or Wood Rollers. A few pages further on are the latest type Portable Compressors, gasoline-driven, rubber-tired, and efficient as a modern motor car. Bicknell is old in experience—but as new as tomorrow in providing equipment aimed at your progress and profit. Write for illustrated Catalog, now.

BICKNELL MANUFACTURING CO., Rockland, Maine

BBB "BICKNELL BETTER BUILT"
BICKNELL
ROCKLAND, MAINE
ELBERTON, GEORGIA

STONE WORKING TOOLS, QUARRY, CONTRACTORS AND MILL SUPPLIES

LETTERS TO THE EDITOR Continued

DISTRICT OF COLUMBIA OFFICERS FOR 1953

Monumental News-Review:

. . . regarding officers of the District of Columbia group of monument dealers which is organized as the Cemetery Memorial Association, Inc., the new officers elected by a meeting held April 2, 1953 are as follows:

President:—John K. Shawvan, Capital City Monumental Works, 1249 Bladensburg Road, N. E., Washington, D. C.; *Treasurer*:—David E. Jones, Wilson & King, 1557 Pennsylvania Avenue, Washington, D. C.; *Secretary*:—Martha Ann Bokay, Arlington Memorial Company, 502 New Hampshire Ave., N. W., Washington, D. C.

Yours very truly,

JOHN K. SHAWVAN
CAPITAL CITY MONUMENTAL WORKS
1249 Bladensburg Road, N. E.
Washington, D. C.



WILBUR H. HOOVER
Hoover Granite Co., Elberton, Ga.

HOOVER 2ND VICE PRESIDENT A.M.A.

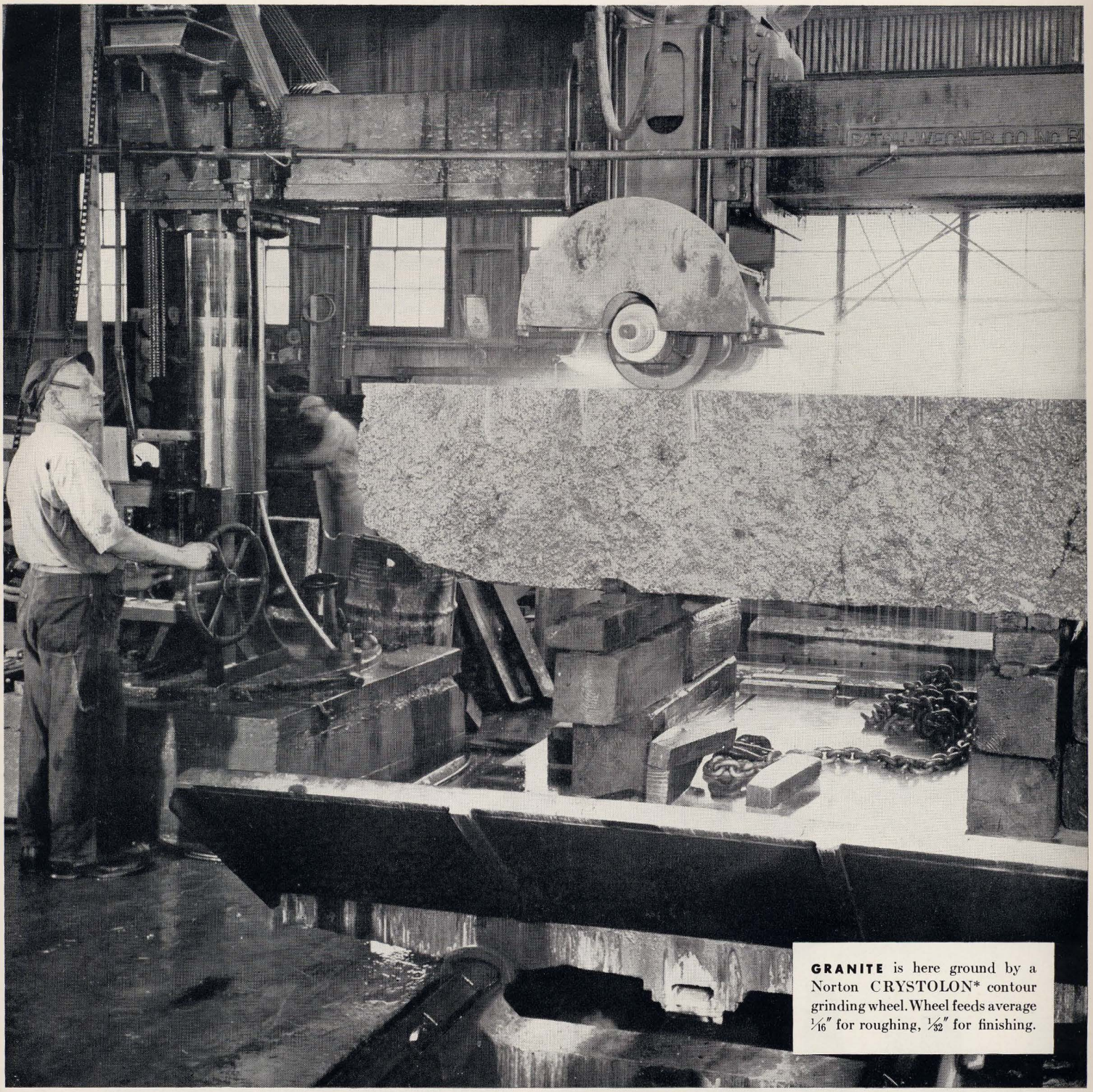
In the March issue of this magazine it was stated, in error, that Mr. Herman G. Phillips is 2nd vice president of The American Monument Ass'n., for 1953. Mr. Wilbur H. Hoover, Hoover Granite Co., and president of The Elberton Granite Ass'n., holds this position, the A.M.A. has now informed us. Mr. Phillips held the office last year.

COOK & LINTZ MONUMENT CO. CITED BY SOMERSET COUNTY TIMES

"In attempting any representative cross-sectioning of firms and services in the Somerset County trading area that have contributed to the welfare and prestige of the region, a word of mention is certainly due the Cook & Lintz Monument Co., Meyersdale, Pa.

"This firm, members of the Barre Guild Association, Barre, Vt., and Monument Builders of America, Inc., has always conducted its services and operations along progressive lines; with the permanent satisfaction of its patrons always uppermost in mind."

The *Times* comments further on the expert knowledge built up by this firm in over a quarter of a century of experience. Mr. Albert F. Lintz is the owner and manager.



GRANITE is here ground by a Norton CRYSTOLON* contour grinding wheel. Wheel feeds average 1/16" for roughing, 1/32" for finishing.

Norton CRYSTOLON wheels

prove highly economical for contour grinding

Both the roughing and finishing operations required in contour grinding are successfully and *economically* handled by Norton CRYSTOLON wheels.

In roughing, the wheels are reinforced with steel rings molded into the wheel close to the hole — thus enabling them to withstand severe usage. *In finishing*, the surface produced by resinoid bonded CRYSTOLON wheels is readily marketable as a commercial finish. Traverse speeds in contour grinding vary from 10 to 15 feet per minute.

Norton abrasives are used in all types of processes in the granite field. For complete details, get your copy of the illustrated, 68-page booklet, "Norton Products for the Stone Industry." Ask your Norton abrasive engineer or distributor for FORM 88. Or write direct to NORTON COMPANY, Worcester 6, Mass.

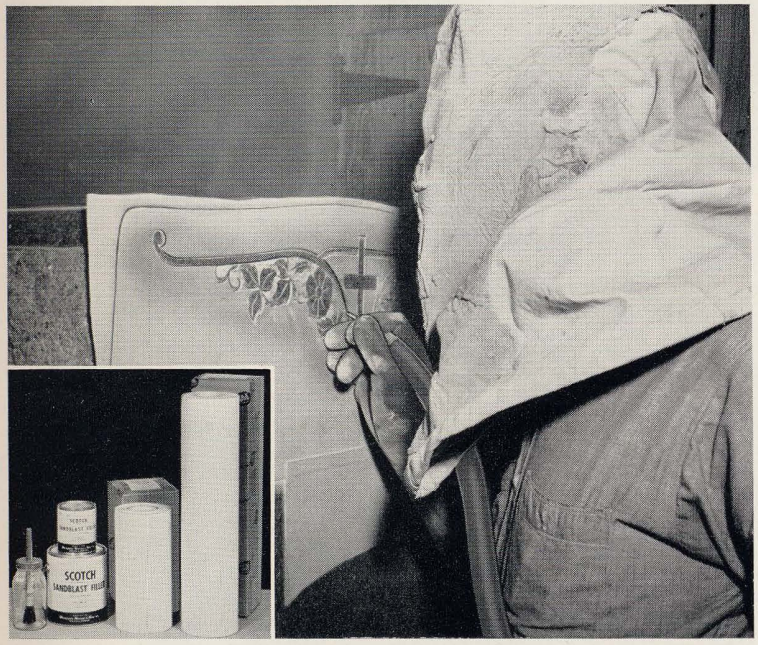
*Trade-Mark Reg. U. S. Pat. Off. and Foreign Countries

NORTON

ABRASIVES

Making better products to make other products better

Toward a Greater Artistry



FASTBLAST

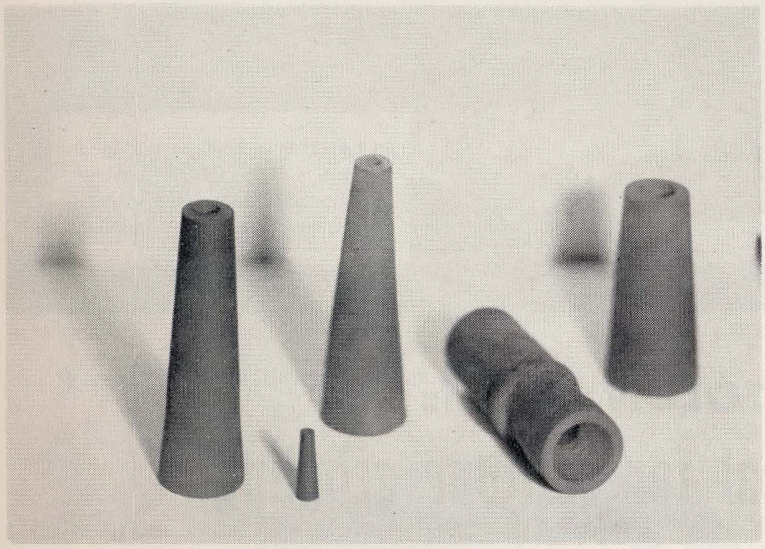
Fastblast is manufactured and graded primarily for use in the sand blast generator. It is neither a reclaimed nor a by-product of any other process. Being so designed for a specific purpose, it cuts faster and lasts longer than materials built with two or three end uses in mind.

Fastblast is tailor made to the monumental industry, an industry geared to high production and lower operating costs.

Fastblast does not break down into dangerous dusts. It is a safer abrasive to use. It enables the artist to see what he is doing.

Fastblast is sold only by the Granite City Tool Company in the continental United States. There is only one Fastblast.

Available for immediate shipment



SCOTCH STENCIL

Scotch Stencil was designed and manufactured for the artist. The smooth, evenly textured material for easy transfer of sketch to working surface is no accident.

Scotch Stencil cuts evenly and smoothly "under the knife" thereby allowing the artist the full latitude of his talent. With Scotch Stencil there is practically pencil to paper ease in handling the knife even in intricate designs.

Scotch Stencil is conditioned against both the heat and the cutting action of today's high power abrasives. It wears better, retains its shape and *protects* well beyond the safety margin. Scotch Stencil is the *first* stencil designed for all around blasting as well as for shape carving.

Available for immediate shipment



CERAMIC NOZZLES

Ceramic Nozzles outlast steel and hard iron nozzles at a ratio of at least six to one. Therefore in item cost alone the ceramic nozzles must be considered a "best buy." Couple that with the facts that there are fewer shutdowns and time-outs for changing nozzles and all indications would point to them as a bargain of bargains for any user.

Ceramic Nozzles wear slowly. The artist has full control of his medium, then, at all times. This takes some of the guess-work out of shape carving; straight shooting keeps unruly material under control.

Ceramic Nozzles are made in all the familiar sizes for straight blowing, steeling and lettering, and shape carving.

Available for immediate shipment

Granite City Tool

EVERYTHING GCT FOR GRANITE

Barre, Vermont **St. Cloud, Minnesota** **Elberton, Georgia**

POLISHES GRANITE *Quickly*

with High Breakdown Resistance

FOR S-M-O-O-T-H-E-R SURFACES



CARBOLON

With Near-Diamond Hardness FOR LONG LIFE

YOU want an abrasive that will finish your granite surfaces, and yet have high resistance to breakdown. You also want smooth polishing that is economical in both time and amount of abrasive material used.

CARBOLON is specially processed to meet every demand of fine granite polishing. Sharp, hard grains of CARBOLON — Silicon Carbide — are shaped to hold up beneath the great pressure of the scroll wheel. This resistance to pressure permits CARBOLON to last longer and makes it possible for less abrasive material to do a fine polishing job on a given surface area. You'll find that these hard grains will give you complete satisfaction. Order a supply today and see for yourself.

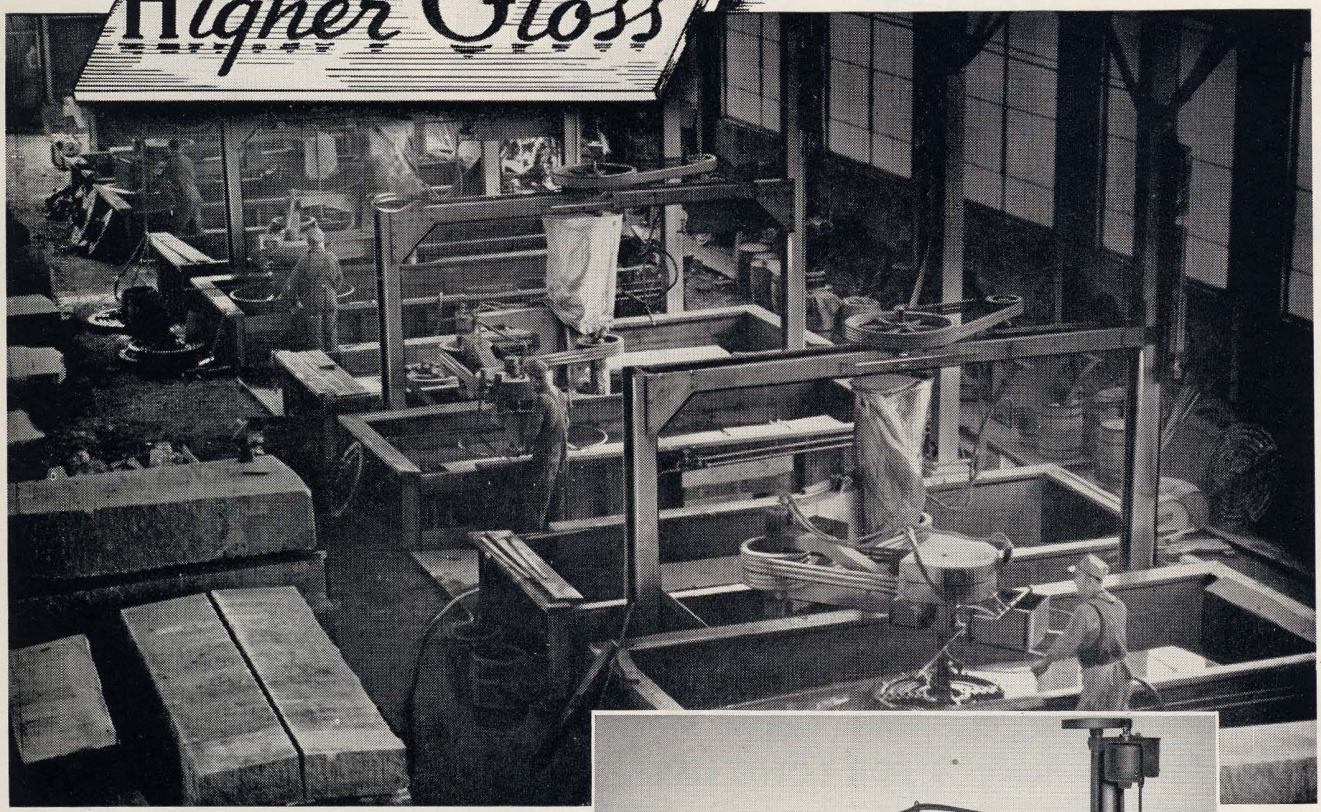
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GRANITE CITY TOOL CO.
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RITCHEY SUPPLY LIMITED
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THE EXOLON COMPANY

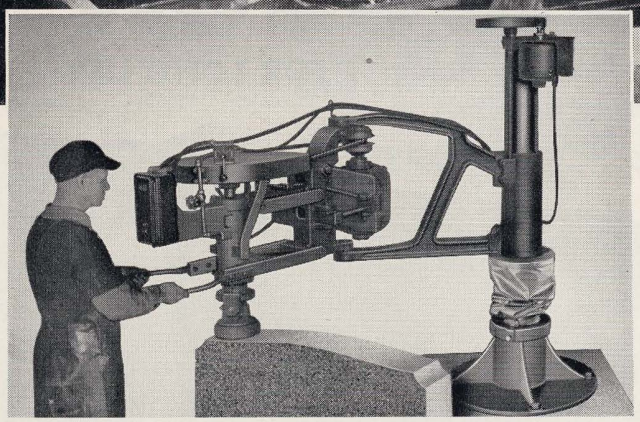
944 E. NIAGARA STREET TONAWANDA, NEW YORK • THOROLD, ONTARIO

MANUFACTURERS OF SILICON CARBIDE AND ALUMINUM OXIDE ABRASIVES

Higher Gloss



BATTERY of 3 Patch-Wegner Super Polishing Machines in Beck & Beck plant, Barre, Vermont.
INSERT — The New Gem Polisher.



PATCH-WEGNER

Super Polishing Machines

9'7" AND 11'5" REACH 25/12 HP MOTOR

High production and high gloss result from the high speed operation of the NEW Patch-Wegner Super Polishing Machines. Stronger and lighter frames and totally enclosed ball bearings thruout mean ease of operation, long life, lower power costs, lower maintenance costs. Patch-Wegner also manufactures Rotary Shot Saws, Gang and Wire Saws, Profile Grinders and Edging Machines. Write for information.

- Save Time
- Save Power
- Ball Bearings
- Vee Belt Drive
- Easy to Operate
- Raise and Lower Motor Furnished

WRITE FOR DETAILED INFORMATION ON THE JUNIOR WIRE SAW

Polishing machines now available for prompt delivery

Patch-Wegner Company Inc.

Specialists in Stone, Marble, Granite and Slate Working Machinery
RUTLAND, VERMONT, U. S. A.



A beautiful monument to a departed loved one is a thing to be cherished long after more transient tributes are gone.

The perpetual beauty of a memorial produced in Elberton Granite answers the mute needs of those who live on. Here is durable material of such rich color, fine quality and even texture that the designer easily achieves the ultimate in classic beauty . . . sharply-defined detail . . . attractive contrasts.

Everywhere, there is a mounting preference for granite quarried in the Elberton District . . . because of its imperishable quality as well as its incomparable character.

From the tiniest marker to the most imposing shaft, today's choice of Elberton Granite remains that of tomorrow's satisfaction in this the most suitable of monumental materials.

ELBERTON GRANITE ASSOCIATION, INC., Elberton, Ga.

ELBERTON GRANITE

Outstanding Workmanship . . .
produced with the aid of

DUTCH BRAND E-Z Sandblast Stencil



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DUTCH BRAND E-Z FILLER CEMENT
Eliminate a large part of cleanup on axed and hammered surfaces. Order from your supplier.

E-Z STENCIL HAS THE QUALITY TO PRODUCE THE BEST RESULTS!

Quality Stencil like quality tools aids good workmanship. DUTCH BRAND E-Z Sandblast Stencil has the many features memorial craftsmen desire. It is easy to mark . . . easy to cut . . . it is tough . . . resists abrasives during blasting operations. Fine hair lines can be made without rubber closing in. It has the flexibility for excellent shaped carving work. Be sure of quality workmanship, use DUTCH BRAND E-Z Sandblast Stencil, order it by trade name.

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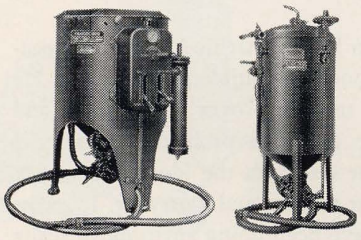
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Manufacturers of Rubber Products
DIVISION OF Johns-Manville
7800 WOODLAWN AVE. • CHICAGO 19, ILLINOIS



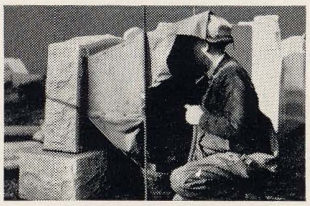
"Since 1929 our Pangborn Blast Carving Equipment has been giving us good, clean shape carving," says Jim Ferrari

Foreman of the Monumental Department
Hilgartner Marble Company, Baltimore, Maryland

PANGBORN EQUIPMENT
FOR EVERY CARVING NEED



Pangborn builds 5 different Blast Machines specifically for Memorial Blast Carving. These machines used with Pangborn Shape Carving Rooms or Blast Carving Rooms produce top-quality work with peak economy.

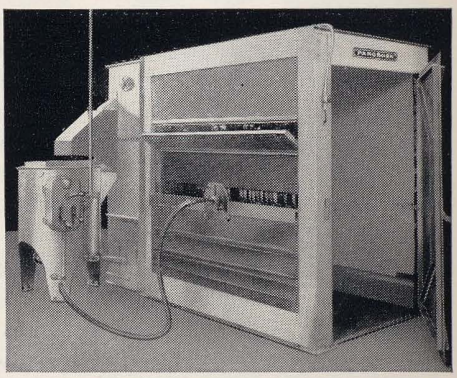


Pangborn Portable Blast Curtain is ideal for location-cut lettering and other away-from-the-shop jobs. Also complete line of Pangborn accessories and supplies: helmets, hoods, nozzles, hose, gloves, aprons, separators, Jiffy-Blast Abrasive, etc.

Here's proof of Pangborn's sound design, excellent engineering and rugged construction

FOR 21 years Hilgartner Marble Co. has done all their blast carving and intricate shape carving with this Pangborn Blast Machine. It's easy to operate and has positive, easy-to-regulate pressure controls and non-clog abrasive feed valve. And maintenance costs practically nothing—21 years with no major repairs and even the original dust collector screens are still in use.

PANGBORN EQUIPMENT can't be beat for economical operation and clean, speedy work. A Pangborn Complete Blast Carving Room, shown at the right, is the finest Memorial Art Equipment you can buy at any price. It has an efficient Pangborn Blast Machine, Automatic Abrasive Separator, Exhaust Fan, Adjustable Curtain, Nozzle Carriage and Inspection Window Front, and Pangborn Dust Collector.



WRITE TODAY for Bulletin 500 and full details on how Pangborn gives you faster, cleaner, cheaper jobs. PANGBORN CORP., 3300 Pangborn Blvd., Hagerstown, Maryland.

Look to Pangborn for the latest developments in Blast Cleaning and Dust Control Equipment

Pangborn

BLAST CARVING AND DUST CONTROL EQUIPMENT

REPORTS from the STATE and DISTRICT MEETINGS

NORTHWEST MONUMENT BUILDERS CONVENTION

The Northwest Monument Builders annual meeting, at Minneapolis, Minnesota, Nicollet Hotel, February 16, 1953 was called to order by President Flynn at 11:30 a.m. This was the officers and directors meeting and thirteen members were present.

Minutes of the previous meeting were accepted as part of the record.

There was a discussion on a contribution of $300.00 for M.I.A. The Secretary read that part of the minutes of the 1952 Board Meeting which pertained to the contribution of $150.00 to the M.B.A. Motion was made by David M. Wirth, seconded by Chester Williams, that $300.00 be given to the M.I.A., for promotional and organizational purposes. Motion carried unanimously.

Mr. Flynn said he has old records of the Northwest Monument Builders and on motion made by Mr. Williams, seconded by Mr. Haertel, it was decided to leave them where they are, in Mr. Flynn's custody at Crookston. Motion carried.

Mr. Larson presented a bill for Mr. Flynn in the amount of $3.00 for purchases of items for correspondence, and another for $25.00 for secretarial work done by Miss JoAnn Brunelle of Crookston. Mr. Osborne made a motion which was seconded by Mr. Haertel, that these bills be paid. Motion was carried and the meeting was adjourned for lunch.

The Business Session opened at 1:30 p.m. with invocation by Rev. A. C. Haase, who also gave a short talk on stone work. He said that work in stone goes back to 2,000 years B.C. when the ruler of Persia and Babylon, Hammurabi, used stone on which to write laws. He told of great historical figures and stories depicted in stone. His talk continued on the theme of ground burial which, he said, orginated with Abraham when he buried his wife, Sarah. He said it is a wonderful thing to have a monument to the personality of the person who lies beneath it. He feels that we should try to abolish the establishment of federal cemeteries and he would like to see individual and private enterprise be continued.

Mr. Haase was followed by Mr. William H. Gove of the Minnesota Mining and Manufacturing Co., whose address was on "Sales Development," and was entitled, "What's Old?" Mr. Gove began his talk with interesting anecdotes of a recent European business trip, and comparisons in the manner of making sales on the two continents and in England. He said, "Good Salesmen seem to have three things in common: desire to serve, the ability to sell benefits, and the courage to persuade. If men will remember these three things, they do a better selling job. 'Serve, Show and Suggest' is what we call them at Minn. Mining & Mfg. Co. Enthusiasm is also very necessary. That is something within you—when you get it, you will know it and your customer will know it also. It does not manifest itself in an outward display of emotion, however. Referring to the three things—

"'Serve'—Service means more than just getting goods to customers on time. It means the passing on of ideas to customers. In selling monuments, sell people the idea of sentiment—not monuments. I quote Benjamin Fairless, 'American salesmen will usually be judged by the ideas they pass on to the customers.'

"'Show'—means advertising, good promotion display to us. It may mean the same thing in the monument industry. Have a selling story in words or print. Check it for the three things it needs—benefits, testimonials, shirtsleeves.

"1—*Benefits*—People do not buy products; they buy what the product will do for the customer. The contented customer is the best salesman for your product.

"2—*Testimonials*—In the monument business, case stories from the grieving third party, the family.

"3—*Shirtsleeves*—Conversational intimacy. Everything worth having has to be sold, and the best words for the salesman are 'I suggest'."

The drawing for prizes followed, and auction.

Mr. Frank Foster, Public Relations Representative of the American Monument Ass'n., addressed the group on the "M.I.A." He said, "Over the years the really progressive monument dealers and producers have realized the increasing need for adopting modern marketing methods in this industry if it is to survive. The first effort to launch such a program was the Memorial Extension Commission. The latest, up to this year, was the American Historic Monument Ass'n. Both efforts prove one point. No program can be successful unless it has the united support of all branches of the industry. During 1952 a joint committee from the two organizations, M.B.A. and A.M.A., went into action to plan the path on which such an all-industry program could be launched. They proposed that a third association be formed under the banner of the 'Monument Institute of America' to raise funds and supervise the program. On January 13, 1953, at the national convention held by this industry, this institute was voted into existence by a cheering throng of dealers and wholesalers. Why? Because they saw in its aims, purposes and program, a ringing answer to the evils and problems the industry faces today. Their reception was so enthusiastic that they were given at the New England convention in Boston, a check for $1,000.00. This helps the promotion program because it helps us to carry the story across the United States. The story is one of problems and threats to the industry, and shows how you may help. It is a story of how much it will cost and what you get for what you pay." This speech was printed in full in MONUMENTAL NEWS-REVIEW, Feb. 1953.

The next address was given by Mr. Archie L. Green, Executive Vice President of the Monument Builders of America. He said, "I have really enjoyed travelling over the country and attending meetings. All have the same problems wherever I go and the dealers have come out with the idea of trying to solve problems instead of just talking and worrying. It seems to be only recently that we have been doing anything to really try to solve these problems. Elbert Hubbard said, "This world offers its greatest praise and wealth and honor for but one thing—initiative.' What is initiative? It is doing the right thing without being told. I feel in this industry we have enough to pass on to others and the right idea of doing."

Mr. Green's talk appears elsewhere in this issue.

The meeting adjourned at 4:30 p.m.

The banquet was held at 6:30 in the Junior Ballroom of the Nicollet Hotel. Mr. Archie Green was toastmaster. Entertainment was provided by Schiek's Singing Sextette, who performed dances and sang numbers from "The Red Mill."

On Tuesday, February 17, the second day of the Convention, the meeting opened at 10:30 a.m. for business. Markers

[*Continued on next page*

FLOOR TRUCKS ORANGEVILLE

NEW
Portable Banker

for all types of stone.



for plants large or small.

At Last One Truck For The Complete Operation



Saves Time

LOADING MOVING
MARKING CUTTING STENCIL
RAISING SAND BLASTING



MODEL No. S-6

Fully Descriptive Folder sent on Request

Standard and Special Trucks

Write for catalog

ORANGEVILLE MFG. CO.

Orangeville 14, Pa.
"Since 1879"

CONVENTION NEWS ... *Continued from Page 18*]

which were overlooked in the auction of the previous afternoon were offered for auction and Mr. Spencer Nelson obtained them. Drawing took place for a pink marble fruit bowl and it was won by Mr. Spencer Nelson.

Mr. Arthur N. Larson reported on the National Convention at Cleveland, Ohio.

Reports were then called for from quarry representatives. Mr. McBride of Barre, Vt., reported in a general way on the apprentice training program which has been started there. There have been about 400 young men who have taken advantage of the training program and there are about 65 apprentices there now. Plans for the 1953-54 session are to differ from the present plans. An attempt to affiliate the quarry school at Barre with a college or university, such as Boston University, is under way. This will give the apprentices an opportunity to receive college credits and join the R.O.T.C. They will be able to take subjects which will be helpful in opening businesses and they would also go to Vermont to take a course in working in the plants, thereby getting a real history of the industry. 4100 tons of granite were shipped around the states. The transportation question has been taken up with the I.C.C. about having returning trucks from this section of the country return to Vermont with a full load. They feel that they should have the advantage of shipping by truck if they want to do so. —The movie has been well received and it is offered for clubs, schools, etc.—The N. Y. City question was that the Setters Union on monuments under six feet were to be cut in New York City and all those over were to be cut in the area around New York City. So the Vermont manufacturers felt it was unfair and instigated a suit in New York . . . a year ago they received a decree against the employers and Setters Union, which was won. It was finally settled and the Setters Union said they would never again put a clause such as that in any future agreement. Much advertising had to be curtailed because of the strike, but during 1953 we will be back advertising in a bigger and better way. Two newspaper mats have been produced; these can be obtained for use. Barre feels that they must go into M.I.A. and are glad to see the fine cooperation that was exhibited between dealers and manufacturers at the Cleveland convention.

Mr. McBride continued—"In October, 1952, we attended a convention of national cemeteries association in New York City. The Executive Secretary asked if we would be able to prepare for them pages for sales kits for the members' cemeteries. A sample page was presented and accepted and six more are being prepared so now the monument story will be known as well as the non-monument story in advertising."

Don Gilmer made a report on the Northwest Section and told about the organization of an association recently set up in St. Cloud, of a Mr. Hoffman, an attorney, is in charge. "The whole area of St. Cloud is very possibly at its best time," he said.

Mr. Larson reported that officers and directors were much concerned about the small attendance at the meetings. He said that having a larger paid membership now, the attendance should have been larger.

Mr. Green made some comments on the dealers organizing in a local community organization, meeting and talking things over and reaching price agreements to eliminate shopping around. He feels that we have not taken an effective enough stand against some of the problems such as the non-monument cemeteries. He also said that cemetery men should get

[*Continued on Page 51*

FLOOR TRUCKS ORANGEVILLE

MONUMENT
Truck With Brake

Fully
Rubber Upholstered Dual Pneumatic Tires



MODEL S-5

These Trucks can be furnished either with brake or without brake.

Fully Descriptive Folder sent on Request

Standard and Special Trucks

Write for catalog

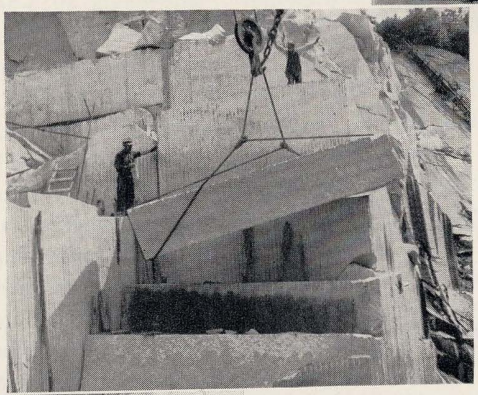
ORANGEVILLE MFG. CO.

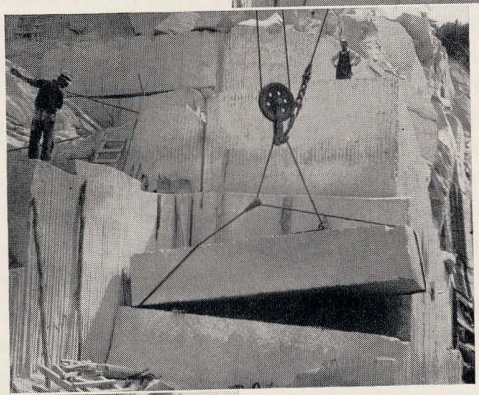
Orangeville 14, Pa.
"Since 1879"

"UP SHE GOES"

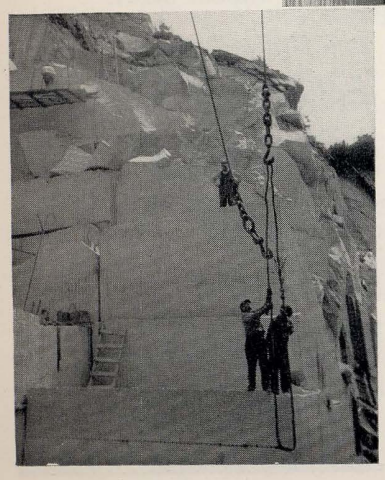
In this sequence of photographs we see another block of SMITH-BARRE Granite from the "Heart of The Hill" on its way to the "Famed Plants of Barre." A study of the patterns shown is indicative of the consistent uniformity of this truly outstanding material.











Specify

SMITH-BARRE

"Medium of The Masters"

E. L. SMITH QUARRY

DIVISION OF ROCK OF AGES CORPORATION

BARRE, VERMONT

Monumental NEWS-REVIEW

THE TRADE JOURNAL OF THE MONUMENTAL INDUSTRY *Established 1889*

COMBINING MONUMENTAL NEWS · GRANITE MARBLE & BRONZE · THE MONUMENT AND CEMETERY REVIEW

VOLUME 65
NUMBER 4

April 1953

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known as

EXTRA FINE GRAINED

BLUE-WHITE WESTERLY GRANITE

THERE IS NO BETTER GRANITE FOR MONUMENTAL WORK —
THAT IS INDISPUTABLE!



Designed and erected by O. J. Hammell
Pleasantville, N. J.

For Finished Work your

WESTERLY QUINCY
BARRE NEW LONDON

manufacturers will be glad to serve you

For ROUGH STOCK, SAWED, STEELED or POLISHED DIES, BASES or MARKERS

PLEASE CONTACT US DIRECT

Prompt Shipments

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Westerly, R. I.

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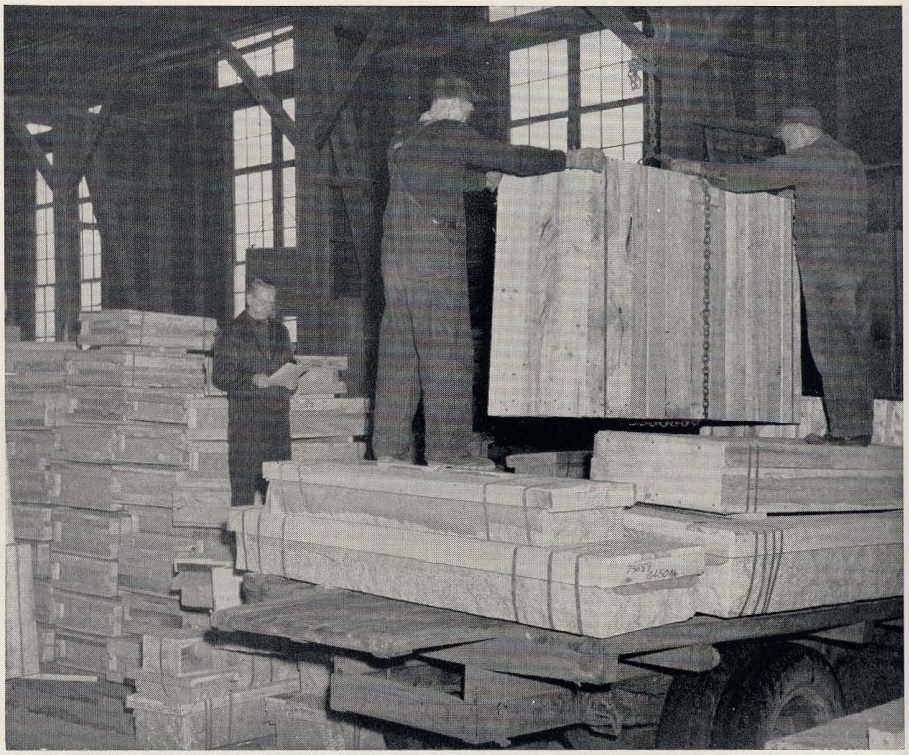
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Treasurer

SAVE!

Fast

Direct

Convenient



Picking up a Kansas City shipment in a Barre granite plant. Both at Barre and at destination modern equipment and experienced help assure careful handling, expedited service.

. . . use BARRE GUILD Consolidated Car Service



Within hours, full consolidated car leaves for Kansas City! Monuments receive minimum handling, less damage . . . fast **through** service.

Barre Guild Consolidation Service is today effecting **big freight savings** for hundreds of dealers in city after city . . . providing fast, safe, carload shipments of monuments to major break-bulk points. Beyond these key break-bulk points, modern rail-truck service assures quick delivery to smaller towns. Stop-offs are made to points intermediate to break-bulk points—there is usually a route provided. Save on rising freight costs. Take advantage of this service **operated on an actual cost basis** by the Barre Guild.

BARRE GUILD Monuments

"Mark of the Masters"

WRITE TODAY!

It will pay you to find out how you can save valuable dollars with this helpful service. Send for complete information. Address: Barre Guild Consolidation Service, Barre, Vermont.

BARRE GRANITE ASSOCIATION — BARRE, VERMONT

(Editorial)

Progress *Report on* *The* Monument Institute of America

The unprecedented enthusiasm at the Cleveland Convention for the newly organized M.I.A. from *all components of the Industry in all sections of the country* led many to believe that the well thought out and admirably described M.I.A. PROGRAM would find almost immediate acceptance in the shape of let-us-say more than fifty percent pledged dues-paying members within sixty days. Those better informed by cold experience in association work were, of course, more realistic. When one realizes that it took the unique genius, background, and talents of Alex Park, plus a World War and fifteen years of unbelievable leg-work along with the unselfish all-out cooperation of a large number of our finest memorialists to create an M.B.A. membership of perhaps a fifth of our total number of so-called memorialists, present acceptance of the M.I.A. by actual pledged memberships is in our opinion somewhat better than realistic expectations as of this date. To Messrs. Rankin, Foster, Warner, Davis of the A.M.A., "loaned" to the M.I.A. Membership Drive for the state and group meetings, both scheduled and "unscheduled," our hearty congratulations for doubling the M.I.A. membership since the National Convention. To an even greater degree we salute the work of Messrs. Holton, Stevenson, Heyward, Plimpton, Olson, and of course Archie Green and the "retired" Alex Park. No, we are not discouraged by present progress. But, let's have no illusions about any easy road ahead. It will take time and Work . . . Work . . . and MORE WORK!!!

Excerpts from addresses of prominent M.I.A. Officers deserving of repetition:

"The basic purpose of the Monument Institute of America is to promote greater appreciation and use of traditional memorials and to assure the security of the traditional cemetery as the place to receive them.

"We propose to accomplish this purpose by a great national marketing program, starting with national magazine advertising and embodying every phase of modern merchandising, marketing and promotional procedure practiced today by all successful industries and trade associations.

"We intend to funnel every bit of our effort along avenues that will enhance every dealer member's standing in his community and increase his sales at that level.

"M.I.A. purposes will also be to assist member dealers in improving their places of business, their methods of operation, their service techniques and their sales programs.

"We're going to compile and release data that will be of definite benefit to the dealer, encourage wide acceptance of the 'Joint Declaration of Principles and Objectives with Recommended Specifications for Memorial Work.'

"We're going to launch and keep moving a continuous and aggressive program advocating the erection of monuments on family lots in all cemeteries.

"The M.I.A. will fight regimentation in memorialization and restrictions that prevent the erecting of monuments.

"Traditional monument cemeteries will be invited to ask for and receive our aid and cooperation in assuring their security and in planning their future growth.

"And, finally, we're going to make available in the future, only to dealer members, all promotional material heretofore available to every dealer.

"We are going to make dealer membership in M.I.A. worth-while—an investment that will pay dividends in a constant flow of helps that will aid him in winning greater recognition for himself, his place of business and the products he sells. Membership in the M.I.A. is going to be so valuable and so fruitful that no progressive dealer can afford not to participate in the program."—*M.I.A. President Hoyt S. Holton.*

"Dues are payable monthly in the form of an assessment on all gross sales as invoiced and delivered to the trade or to the consumer on monumental marble, granite or other natural stone, including supplies, machinery, printing, photographs or other allied services. Dues are to be assessed on all monuments and/or service sales, regardless of form, blocks, rough stock, semi-finished or completely finished and lettered, and regardless of the assessment having been paid on the same material or service in some other form or process of manufacturing.

"The assessment is at the rate of ½ of 1% of the value of the sale. All members to pay not later than the 20th of the month following invoicing or delivery.

"Minimum dues per month shall be not less than $5.00 per month for retailers and others, except quarriers, quarrier manufacturers and wholesale manufacturers whose minimum shall be $10.00 per month per member.

"M.I.A. will become operative when the Board of Directors determines that membership and funds assure continuous and successful operation. Dues actually start when the Institute becomes operative."—*M.I.A. Secretary John T. Heyward.*

M.I.A. INFORMATION

From our experience we know that there have been many questions unasked *about the M.I.A. The temporary office of the M.I.A. is 282 Delaware Avenue, Buffalo, N. Y. Your inquiries are invited there. However, should you have questions you would prefer not to ask in a signed letter, we will be pleased to receive any such queries at our office, and attempt to get the answers from M.I.A. without revealing your identity.*

THE STRANGE ROAD WE'RE ON!

By Arnold Burnett

Address given by Arnold Burnett, Managing Editor, The Peoria Journal, at Illinois Monument Dealers Annual Banquet in Hotel Jefferson, February 23, 1953.

Over in Hawaii, that wonderful land of sunshine and flowers, there is an extinct volcano near Honolulu, known as the Punchbowl. The huge crater of this volcano, an expanse of many acres, has become the National Memorial Cemetery of the Pacific, a sort of Arlington National Cemetery for the Pacific area. It is commonly known and referred to as the Punchbowl cemetery, and like other national cemeteries, is operated by the United States Army.

In the Punchbowl are buried more than 14,000 American boys who gave their lives up fighting for their country in all parts of the wide Pacific. There are kids here who died storming the beaches of Tarawa and Saipan; who fell in the jungles of Guadalcanal and New Guinea; who were killed on the slopes of Mt. Suribachi; who were blasted off this earth by the attack on Pearl Harbor.

There are men buried here who come from Kansas, and New York, and Illinois, and Puerto Rico, and Hawaii, and Iowa and California—Americans from all parts of America. And among them is the simple grave of a simple war correspondent who lived with these kids and wrote stories about them, that all of us read. He was Ernie Pyle—Ernest Taylor Pyle—and he lies forever at peace in the Punchbowl cemetery between two comrades whose graves are merely marked "Unknown."

I was in Korea in the summer of 1951, and on the way home my wife came out to Hawaii to meet me. I was delayed and she was there for 12 days before I arrived. By the time I got there we only had three days to spend before returning to Peoria. However, on one of those three days we rented an auto and drove out to the Punchbowl to visit the grave of Ernie Pyle, whom we had known. And we were deeply inpressed by the thousands of white crosses stretching across this vast amphitheater—gleaming symbols on the graves of these boys. We took some pictures, and we took a picture of Ernie Pyle's grave, too, with the white cross on it.

So we came home, and a month or so later the Army moved in and tore down all the white crosses in the Punchbowl. The army said that wood rots too fast in the Hawaiian climate, and the cost of maintaining and replacing the white crosses was therefore too expensive. So the crosses were taken down, and graves were marked with flat stone markers, set flush into the earth. And the Punchbowl no longer looked like the last resting place of some of America's heroes—it looked like an athletic field, or a big country club golf course.

It made us feel pretty indignant. We could imagine walking around acres and acres of a flat field, stepping on graves because you can't tell where one ends and another begins; peering down at the earth trying to find Ernie Pyle's grave—or the grave of some dear one. So *The Peoria Journal* started complaining—just a little bit. We made some remarks that we thought the Army was getting mighty economical-minded all of a sudden, after all these years of waste. And we suggested that maybe they could practice economy on something else than the graves of our fallen sons.

We ran pictures too—you know, these before-and-after shots—showing how the Punchbowl looked when the white crosses were up, and how it looked with the crosses torn down. We ran pictures showing people visiting the Punchbowl on Memorial Day, and gently and reverently draping each white cross with flower leis, those wonderful flower circlets of Hawaii. And we asked our readers to picture Memorial Day now, when the flower leis would have to be dropped on the earth.

And we aroused a storm of protest over the removal of the white crosses. We received letters from Hawaii as well as from many states. Everyone wanted the white crosses back. No one wanted them down permanently. If not white crosses, people did want some sort of an upright marker. One man wrote from Hawaii that he and his wife had seen pictures of the Punchbowl, with its white crosses, and thought it was a sacred resting spot for our war dead, so when his son was killed, he authorized his burial in the Punchbowl. Now he and his wife were in Hawaii to visit the grave of their son. And he wrote how surprised and hurt they were to find the white crosses torn down. He wrote: "I've had my son's remains taken out of here and sent to the Rock Island National Cemetery, in Illinois."

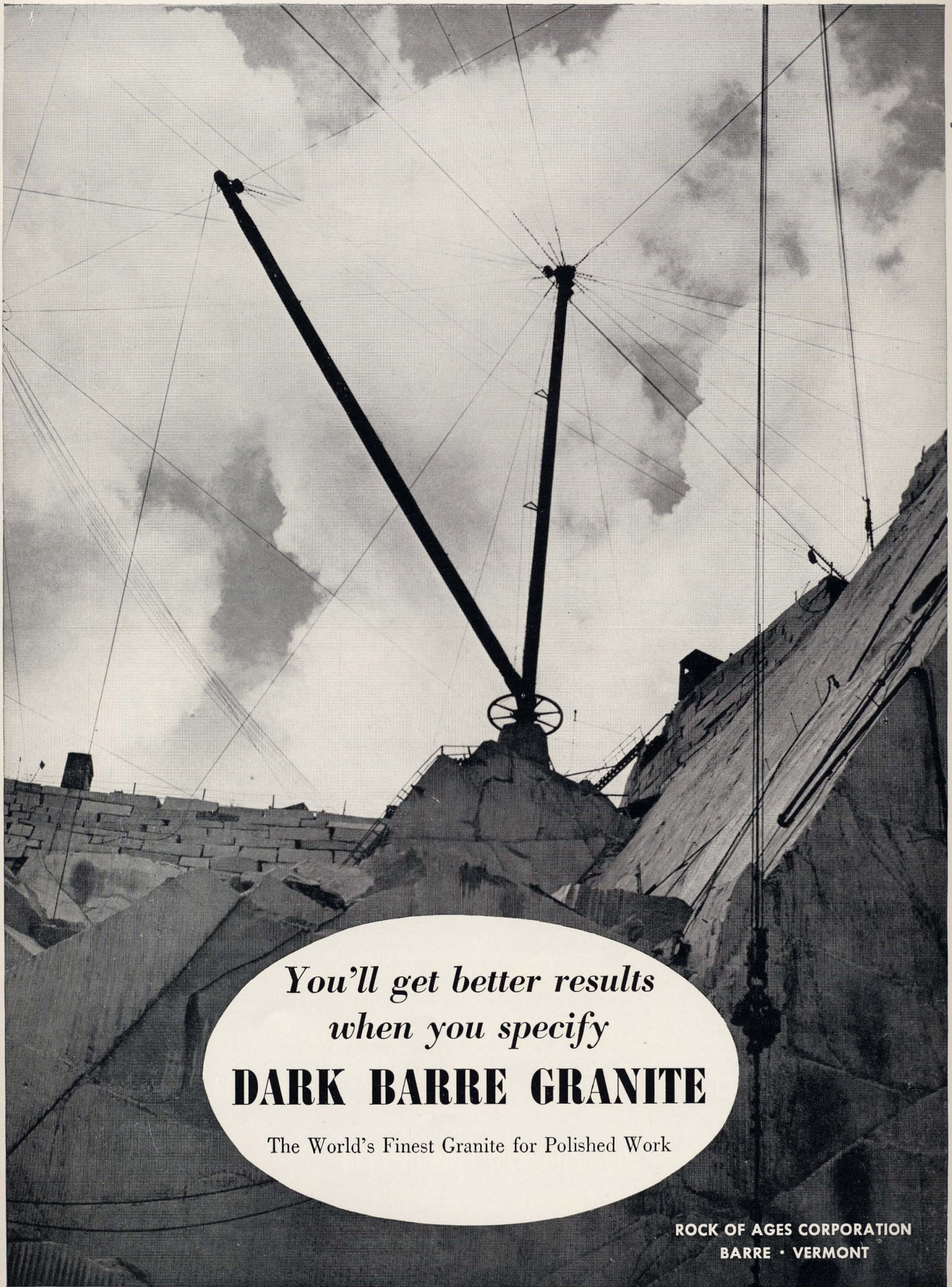
You know, this seems like a trivial thing, an unimportant thing, to raise a big fuss about. And I suppose it is. It's a little thing, if you like, to fuss and fret over whether the graves of a mere 14,000 American war heroes have upright white crosses or flat monuments—after all, there are something like 630,000 buried in our National cemeteries. But the soil where our boys rest is sacred soil. When we use the phrase "they rest in honored glory" we mean just that. And for anyone to tamper with their graves irritates us and upsets us.

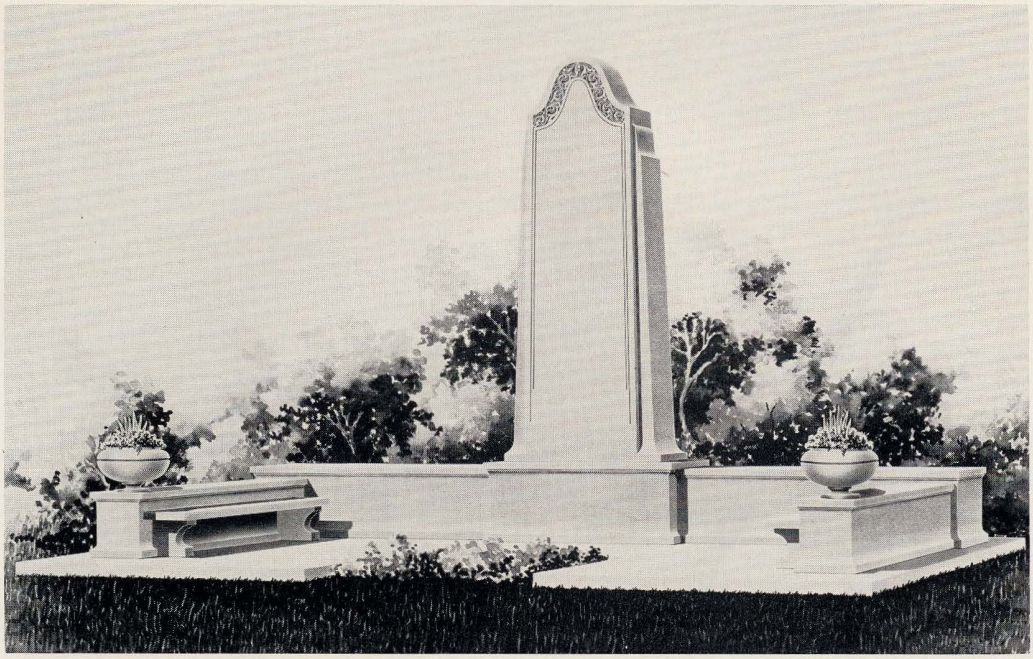
You see, these kids get so little out of their big sacrifice. Oh, we talk big, about how they gave their lives defending their country, fighting for our way of life, battling for the ideals that are a part and parcel of America—but what good are words? And these kids didn't want to die. They're all frightened, down inside, and their hearts all beat wildly with fear. And when they die, they leave a little hole in the lives of their buddies, and they leave a big hole in the lives of those folks back home who loved them.

And so we place them gently and reverently in these big, beautiful national cemeteries of ours, to rest forever in the quiet and beauty and dignity of what immediately becomes a sacred shrine.

The American people are no different from other people. No one can tamper with a peoples' shrines. No one can tamper with the last resting place of our loved ones, without

[*Continued on Page 61*


You'll get better results
when you specify
DARK BARRE GRANITE
The World's Finest Granite for Polished Work
ROCK OF AGES CORPORATION
BARRE • VERMONT



A "Better Class" Design

Here is a beautiful design, massive in scale, and well proportioned and the kind of design that "Commercial Designers" take pride in creating. However, there is no demand for large work of this type. Therefore we continue to make the smaller, general run style of monument. We have in our files dozens of the better class memorial design types, but no demand for them. Various sources keep mentioning the fact that we have so many poorly designed monuments in our cemeteries. Why? There is certainly no lack of good design. Anyone not familiar with the monument industry would be inclined to think that good design would cure all of our ills; that all we need is people capable of creating new and beautiful designs. This is not the case at all. We have the designs; all we need is someone to sell them. The Manufacturer won't use and distribute the better designs (although I believe there is a gradual tendency for improvement) the Retailer, in turn, sells what designs the Manufacturer gives him. And the Retailer in turn says: "That's a nice design, but it won't sell in my territory." And in some cases the Retailer is right. He has no demand for this large type of design. Maybe it is because in the overcrowded city cemeteries there is not sufficient space for a large monument. And if there is enough space, the cost of such space would be prohibitive. Maybe the answer is for cemeteries to move out farther away from the "high rent" districts, so to speak, just as residential and business building is moving farther out to avoid congestion and high rent and no parking facilities. I think if the monument dealers were smart, they would build their own cemeteries and it would seem entirely feasable for several Retailers to get together and build and control their own cemeteries.

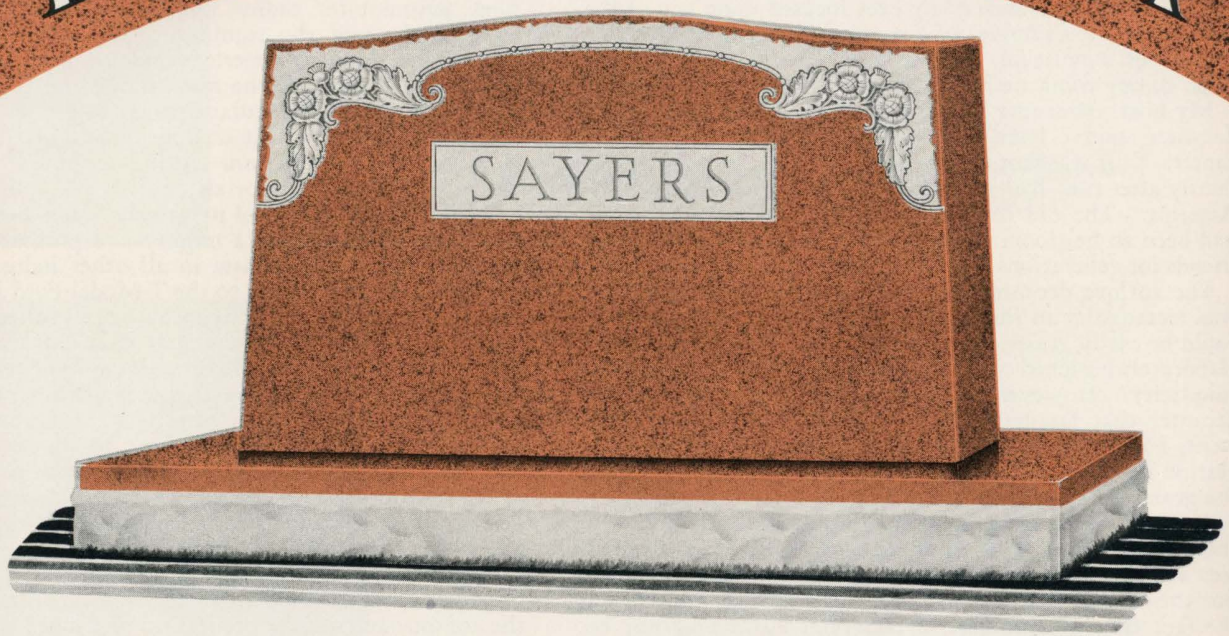
Incidentally, design #78 was first published several years ago. We haven't made up a design of this type for our regular line in years. No demand.

This is No. 137 of a monthly series of designs produced in the studios of the Bliss Design Co., Rockford, Ill.

Introducing

DOMINION PINK

CANADA'S FINEST GRANITE



THE Sayers design is another of a series especially created for the singular beauty of this truly outstanding specialty granite. Yes, here is a material that matches durability and uniformity with its rich color contrast. It is indeed "Canada's Finest Granite". Here is a granite that in a few short years with little or no "promotion" created a dealer demand that far outstripped the original manufacturer arrangements. Now, the entire quarry production is in the exclusive care of the five outstanding Barre manufacturers listed below.

Do not delay. Write today for more information on this truly outstanding and profitable specialty.

The Following Barre Vermont Manufacturers are The Exclusive Producers of "DOMINION PINK" MEMORIALS

ANDERSON-FRIBERG CO., INC.

CHIOLDI GRANITE CO.

BETTERCRAFT MEMORIAL CO.

SOUTH BARRE GRANITE CO.

USLE & PEROJO GRANITE CO

BARRE VERMONT

CASE HISTORIES *in Personalizing* MEMORIALS

With Sketches by **Ernest Stevens Leland**

NUMBER XXXIV

The CASE of ADAPTING an ANTIQUE DECANTER. A mausoleum had recently been done for the family, so the current and inexpensive problem was to replace two pre-Civil War headstones at the graves of the paternal grandparents in a rural cemetery. As a dinner guest at the beautiful plantation residence, my eyes focused upon one of the most exquisite examples of cut glass that I have ever seen outside of a museum. It was the central feature on the huge dining-room buffet.

My host, observing my interest in the superbly designed decanter, said: "I see that you, too, admire that old decanter. . . . It was sent to my grandparents by an old English family after they had been guests in this house on a visit to America. The old folks certainly treasured that. . . . It had been an heirloom in the country home of their English friends for generations. . . ." And well it might have been!

The antique decanter was not the usual bottle type. It was rectangular in form, tall with narrow ends so that it could be easily grasped in serving. True, the surfaces were elaborately enriched cut glass, but all done with an exquisite simplicity. However, it was the subtle contour of the decanter that fascinated me. Without making any comment, I resolved to adapt that glass *objet d'art* as one suggestion for the simple tablet in the old rural cemetery where the grandparents are interred. It was a good hunch.

At my hotel I made some studies, in several of which there was some association of ideas with other things I had seen and heard during my pleasant evening with the family. But the idea of that decanter lingered in my mind, despite the fact that a container for convivial fluids may not be exactly an appropriate motif for a cemetery memorial! However, the singular beauty of that contour; the exquisite proportions and the moulded corners of the "bottle" tempted me to make one sketch which, in contour and in some details, was obviously suggested by the treasured decanter. It went over with a bang!

When my clients had studied the other crude preliminary sketches, they came to the last one which I had put at the bottom of the batch. When the lady saw the outline of that sketch she took in a sharp breath. The two of them looked at each other and then back at the sketch. "What a lovely idea!" she exclaimed. So I thought it wise to speak my little speech.

I explained to them my misgivings about adapting a decanter for a memorial, but that I thought the history of that glass vessel was steeped in sentiment, standing there all these years in that stately dining room where the old folks had entertained throughout their lives. The gentleman interrupted me:

"Hell, yes (pardon me, my dear), I think that's *it!* My grandfather was not a drinking man, and my grandmother rarely took anything except an occasional sherry, but they loved to entertain and they loved convivial people who came here from everywhere. That decanter stood there like *a symbol of hospitality!* And that's what it meant to my father and mother, and to this generation . . ." Well, that's the story.

The student of memorial art (and we should all be students so long as we live) is very well aware of the fact that the design of vases, pots, plates, and other containers in clay, glass, and other media is one of the two or three oldest crafts on earth, dating back to primitive man in both hemispheres. In Greece, Rome, Persia, and China it attained a high degree of perfectionism which flowered again in the High Renaissance. And we all know that urns and vases have been used in monumental art down through the ages. But we are not here concerned with memorials featuring the urn or vase. We are concerned with the lessons we can learn from *bottle manufacturers* in designing relatively simple monuments of the conventional tablet type, believe it or not!

Previous articles in this series have stressed the importance of modern *industrial* design in relation to modern *memorial* design. We have adapted the design of locomotives, automobiles, radios, clocks, and other objects. We have emphasized the significance of what the *industrial designer* has done to American *industry* and the American *home*. We have urged the memorialist and the designer to search the pages of popular magazines for illustrations of *industrial design* which, in contour, detail, and form abound in ideas for *new* forms, *new* motifs, and a *new spirit* in the design of cemetery memorials.

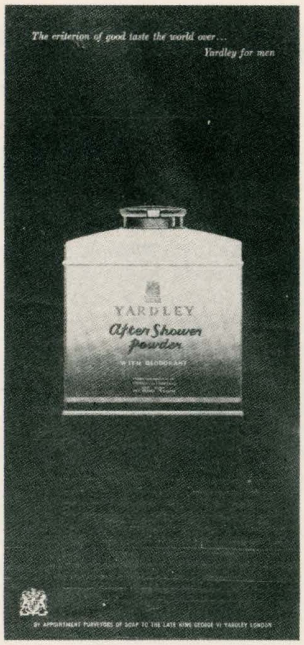
While the new world of industrial design and production has swept onward with a mighty and profitable progress, revolutionizing public taste in all other industries, we of the memorial crafts cling to the T-Model Ford in designing the average memorial: serpentine tops, tulips, and wild roses! True, the dealer contends that this is "what the public wants". So likewise the veteran Ford dealer claimed that his people wanted the T-Model and not "one of these new fangled bathtubs on wheels, with stream-lining, or whatever you call it". But there is not space here for another diatribe on design. Let's get back to the subject of the contours and decoration which the modern industrial designer is using to promote the demand for products which are sold in bottles and other containers.

Here is a group of three recent advertisements, among the hundreds we might select, which offer a wealth of ideas for the contour and surface decoration of a modest monument. The rough sketches indicate three adaptations from the bottles and the container we reproduce. The variations are infinite in variety, but the three studies may further serve to indicate an approach to capitalizing on Modern Industrial Design as a source of new forms similar to those previously featured in these Case Histories.

"A" is adapted from the Yardley advertisement. The idea is virtually "lifted" from the design of the container. The moulding above the name and carving could be simulated by using a countersunk "bead" or ovolo, much like the treatment of the so-called "frosted" letters.

"B" indicates how the MacNaughton bottle could be adapted for a tablet of conventional proportions. Here the contour adheres to the subtle entasis or curve which the industrial designer employed. The splayed or bevelled ends are sustained in the treatment of the low base or platform.

"C" is adapted from the elaborate decanter featured in the Old Forester advertisement. For sake of economy we confine the swirling scroll motif to the area above and alongside the family name, thus effecting a "frame" for the letters. A most arresting effect can be attained by continuing such a motif all around a central inscription surface of panel, an effect frequently used by Renaissance architects and sculptors. For obvious reasons, we do not use the elaborate contour which the industrial designer features in his decanter, but by experimenting with a slightly concaved contour, for the sides, we attain a rather pleasing and unusual effect.





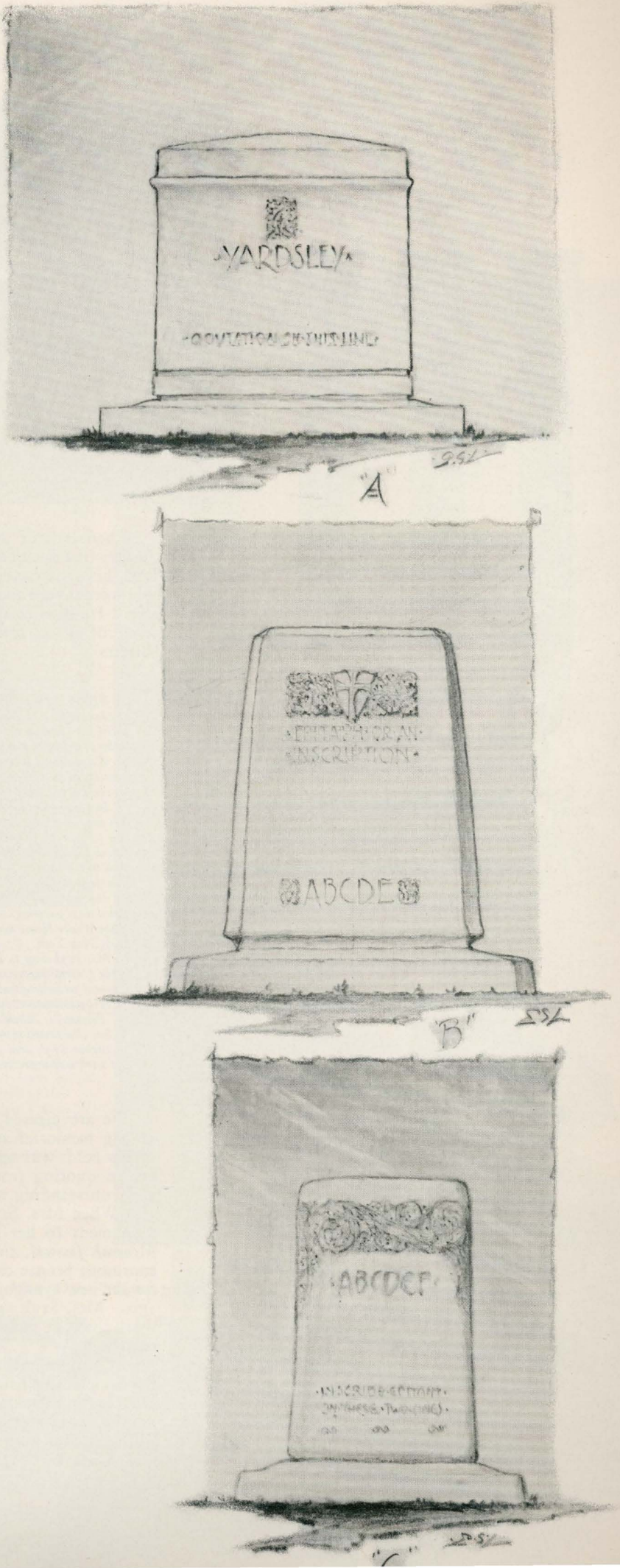
a Gift to be Remembered!



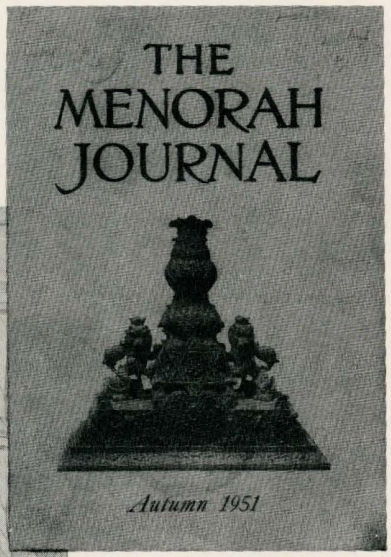
Famous OLD FORESTER in matchless New Guest Decanter!

"There is nothing better in the market"

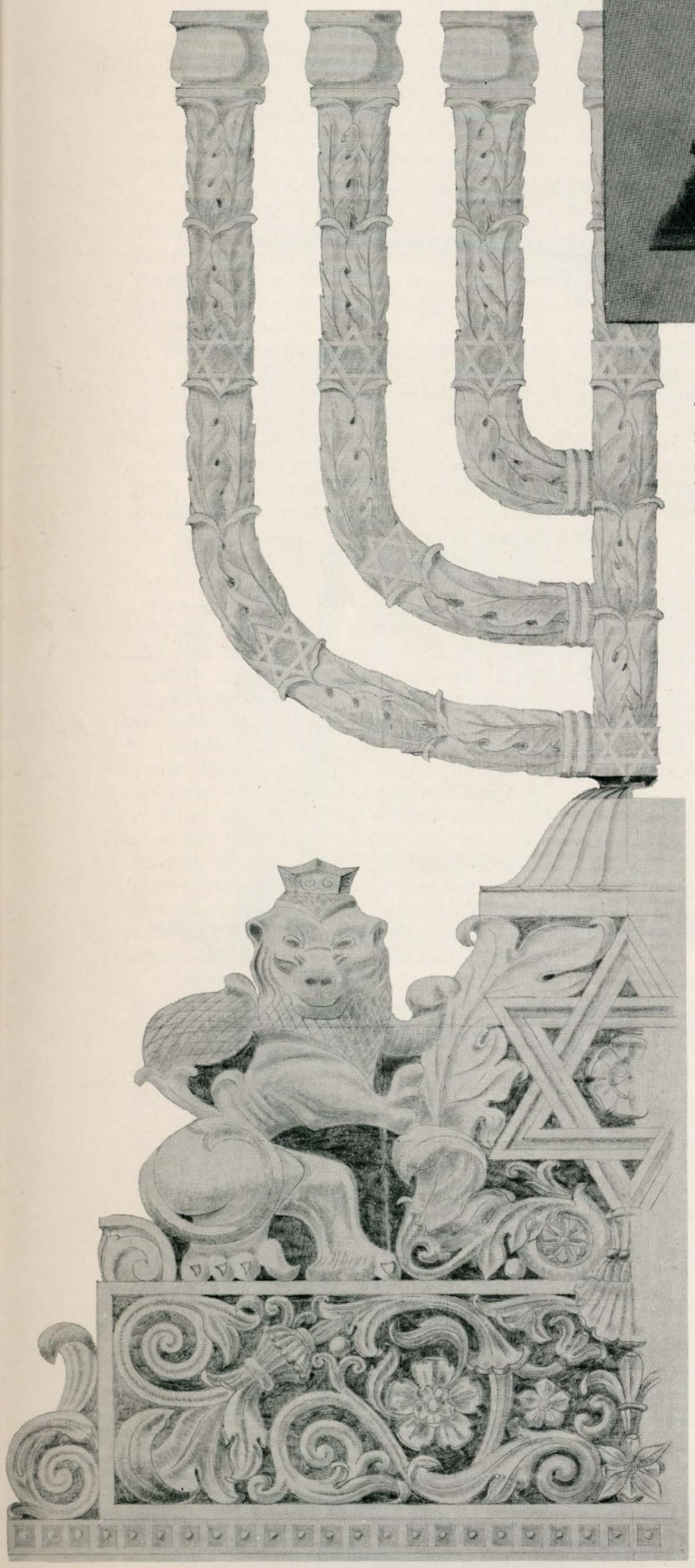
KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY



The ARTHUR SZYK MEMORIAL



The candelabra on the cover of "The Menorah Journal", an outstanding Jewish publication, is a reproduction of part of one the late and justly famed artist, Arthur Szyk, had designed for a synagogue in Forest Hills, L. I., N. Y. It was Mrs. Szyk's wish that it be incorporated in the design of her husband's memorial. The drawing to the left is an illustration of the full-size detail rendered by Emanuel Neubrunn.



When Arthur Szyk passed away on September 13, 1951, the country lost one of its greatest artists and one of its finest Americans. True, his greatest fame was as an illustrator, and his talents in this field were superb and thought by many to be without a contemporary peer. He died at the height of his career, and even the most academic of critics feel that much of his work will rank with "The Masters".

BIOGRAPHY OF ARTHUR SZYK: Arthur Szyk was born in Lodz, Poland, in 1894. As a child he showed remarkable talent for drawing. He studied in his native city and at the Academy of Fine Arts in Krakow. At the age of fifteen his father sent him to Paris to study at the Academie Julian and the School of Fine Arts.

When World War I broke out he was visiting in Palestine, and he returned home to enlist in the Czarist Army. He was taken prisoner by the Germans in 1914. At the close of the war, he returned to Paris.

In 1924 he had his first exhibition, which consisted largely of miniature paintings. His first international recognition came in 1931, when the League of Nations invited him to join the Polish delegation at an international conference on design. The Polish Government sent him to the United States several years later to exhibit his work in the Library of Congress. While he was here he began a series of thirty-eight paintings depicting "George Washington and His Times". These were shown at the International Exhibition in Paris in 1934. The Government of Poland presented these paintings to President Franklin Delano Roosevelt and they were exhibited in the White House until 1943. They now hang in the Roosevelt Museum at Hyde Park, New York.

Mr. Szyk went to England in 1937 and remained there until 1940, when he came to the United States to live. During the war years his cartoons and war satires appeared in leading publications all over the country.

His illustrations have been reproduced in this country in such leading magazines as "Fortune", "Time", "Look", "Colliers", and the "Saturday Evening Post". He has illustrated more than twenty books.

Arthur Szyk died in New Canaan, Connecticut, on September 13, 1951. His last work was a new treatment of the "Book of Esther".

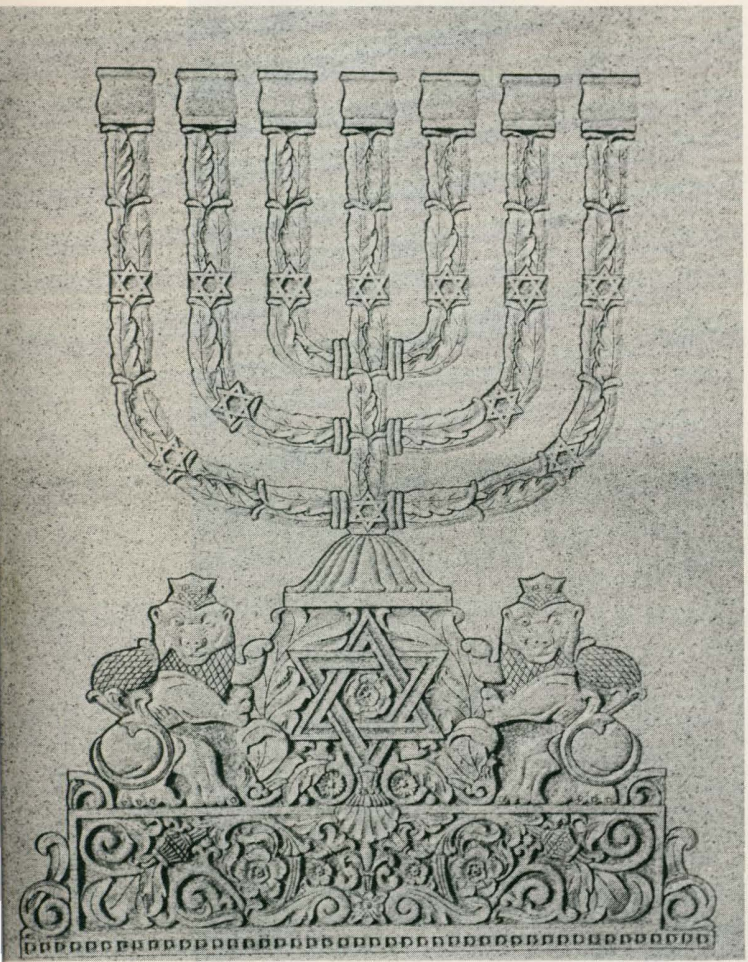
We are pleased, indeed, that Emanuel Neubrunn, whose rank among memorial architects is comparable to that of Arthur Szyk in his field, was selected to design this memorial. We take pleasure in quoting from a letter from Mr. Neubrunn concerning this truly outstanding work as follows:

"When Mrs. Szyk commissioned me to design and furnish the monument to her late husband, she handed me the copy of the *Menorah Journal*, the cover of which carries the picture of part of enormous bronze candelabras that had been made to Szyk's design for the new synagogue in Forest Hills, L. I., N. Y., about two years ago. Mrs. Szyk asked whether I could incorporate her husband's work into the monument design. Of course I could and here is the result.

"The monument was cut in the plant of the Jones Bros. Co. in Barre. "Bob" Knox, an excellent designer himself, is head of the sandblasting department there. He gave me his full support and I thanked him and his operators for the unique work they created. Without their expert and extraordinary assistance we could never have achieved the result."

created by **Emanuel Neubrunn, R.A.**

COPYRIGHTED DESIGN, EMANUEL NEUBRUNN, 1932.





The SZYK monument stands in center at the head of a six-grave family plot in New Montefiore Cemetery, Pinelawn, L. I., N. Y. It is 5′-6″ high, 3′-3″ wide, and 1′-0″ thick, of select Barre granite from the Wells-Lamson quarries and cut by the Jones Brothers Co., Barre, Vt. Mr. Coby, the superintendent of the cemetery, expressed his appreciation and gratitude for this "outstanding memorial".

Below we reproduce three of a famous series of seven Arthur Szyk lithographs on the Jewish Theme which are today so greatly loved by those of his faith, as well as art lovers anywhere. It is our understanding that reproductions of this famous series are available in sets (size of prints 6″ x 7¾″ on format 9¾″ x 12¾″) at $7.50 per set of 7 colorprints. We have been given the name of Phil Field, 1123 Broadway, New York City, as an art dealer who has these sets, which would be an addition to any home, but certainly of outstanding appeal for office decoration for Jewish memorialists.

Arthur Szyk —"Rosh Hashanah —ראש השנה„



Arthur Szyk —"Purim —פורים„



Arthur Szyk —"Passover —פסח„





This is No. 84 of a new series of designs by Carl Kastrup, 1705 Auburn St., Rockford, Ill.

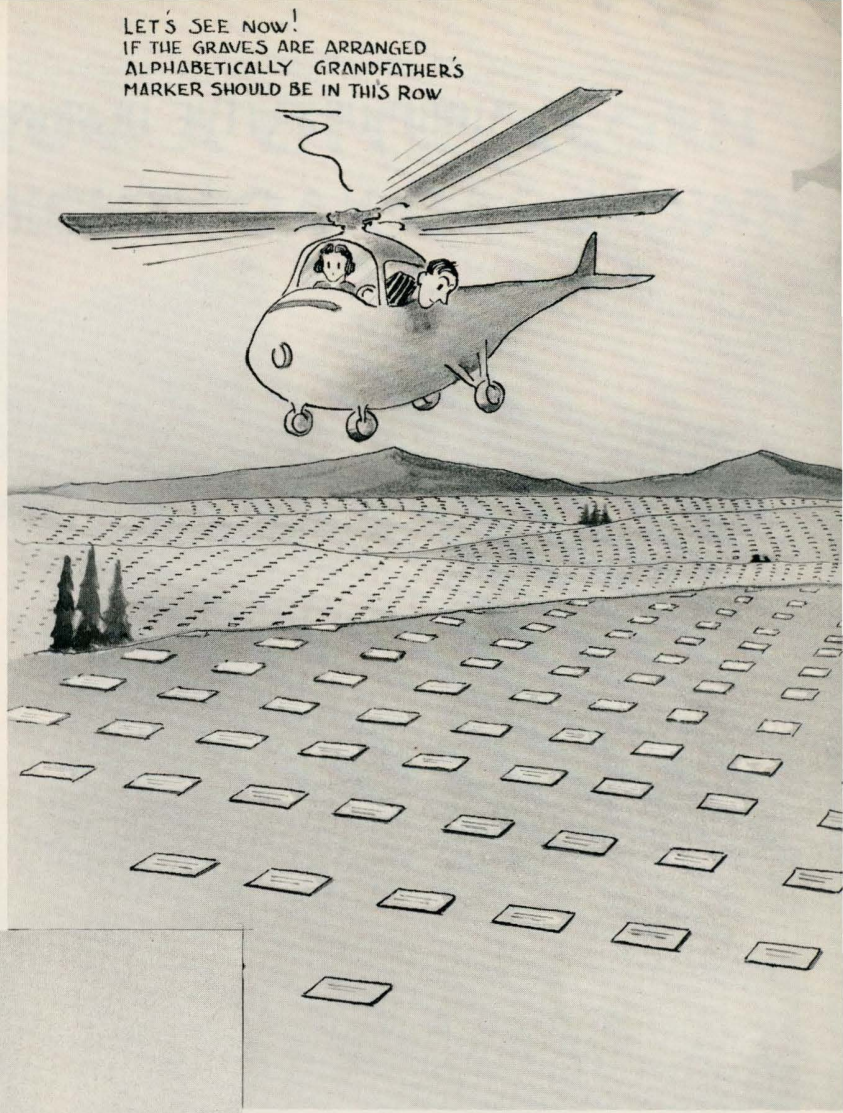
"M'M'M' VERY INTERESTING"

In sending in this design Mr. Kastrup writes: "I can't think of a single thing to say about this monument," while appealing to your editor to substitute for him, which to our mind is something like asking the copy boy to write the Gettysburg address. We aren't sure whether it's the Spring Rush or a booby trap, but we are reminded of our first meeting with famed Frank Lloyd Wright, a near neighbor of ours in Oak Park, Ill., during our high school days. It was in his home there, which he had built around an unusual tree some several years previously. This tree was in what might be called the eating room, and its growth had taken part of the roof with it as well as projecting its branches into the bathroom window of his neighbor. About all Mr. Wright said to us in an hour's visit was, "M'M'M VERY INTERESTING, M'M'M VERY INTERESTING." We were never sure whether he was commenting on the tree and the roof, which he seemed to be seeing for the same time, or our crew haircut, vintage of 1922. Then, again, it may have been the Maestro's way of dismissing Philistines, for some twenty years later, when we were in Madison, Wis., and Mr. Wright was living in nearby Talesin, we spent the day there and got very little more than "Very Interesting". So to you, my buck-passing friend, Mr. Kastrup, we say, "M'M'M VERY INTERESTING."

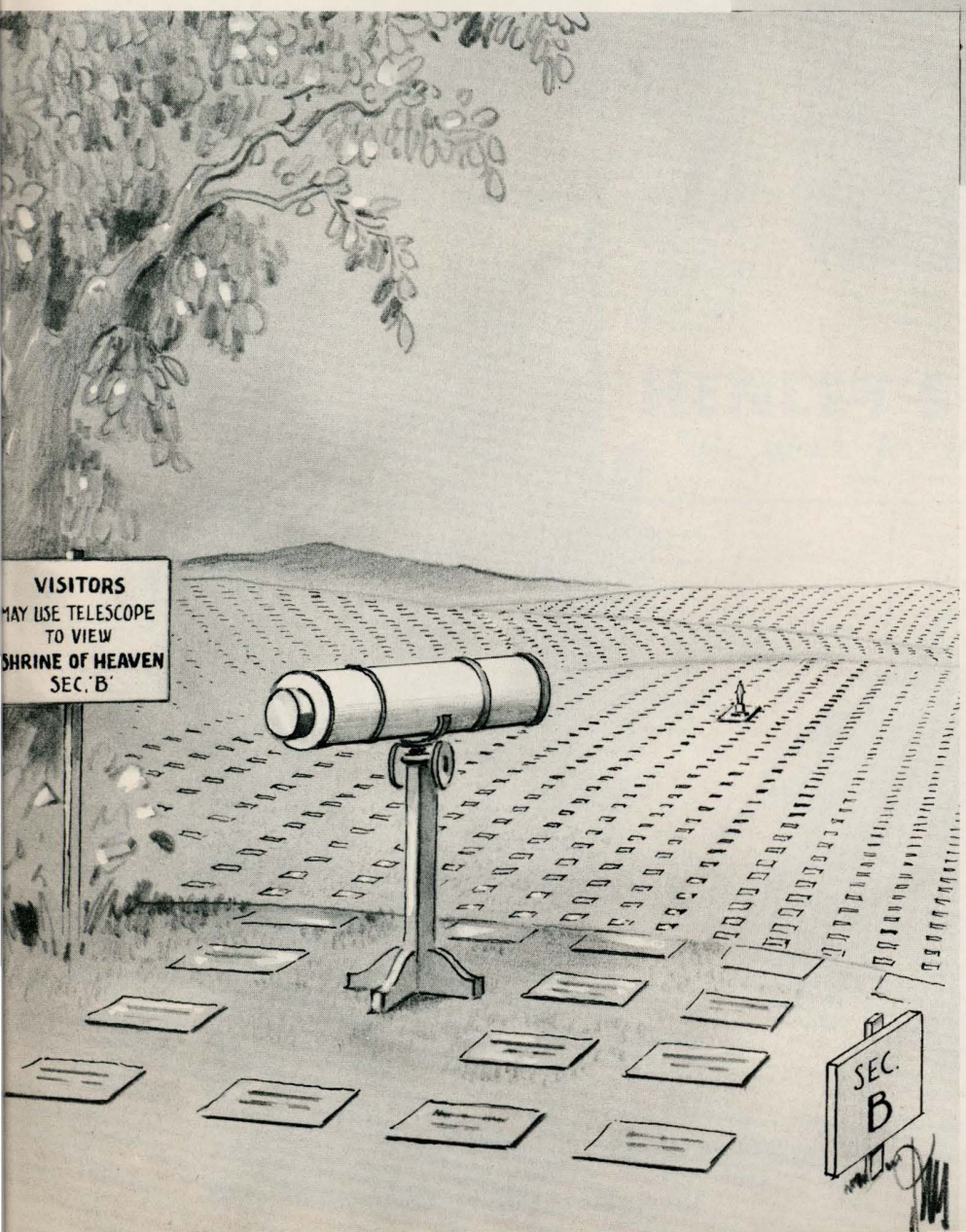
NOTES FROM A DESIGNER'S SKETCH PAD

A Cartoonist's View
of THE FUTURE
in PARK PLAN
CEMETERIES

by CARL KASTRUP



In the drawing above our great and wonderful Mr. Kastrup sees Mr. and Mrs. Jones helioing to Grandfather's grave in the year of 2053 A.D.



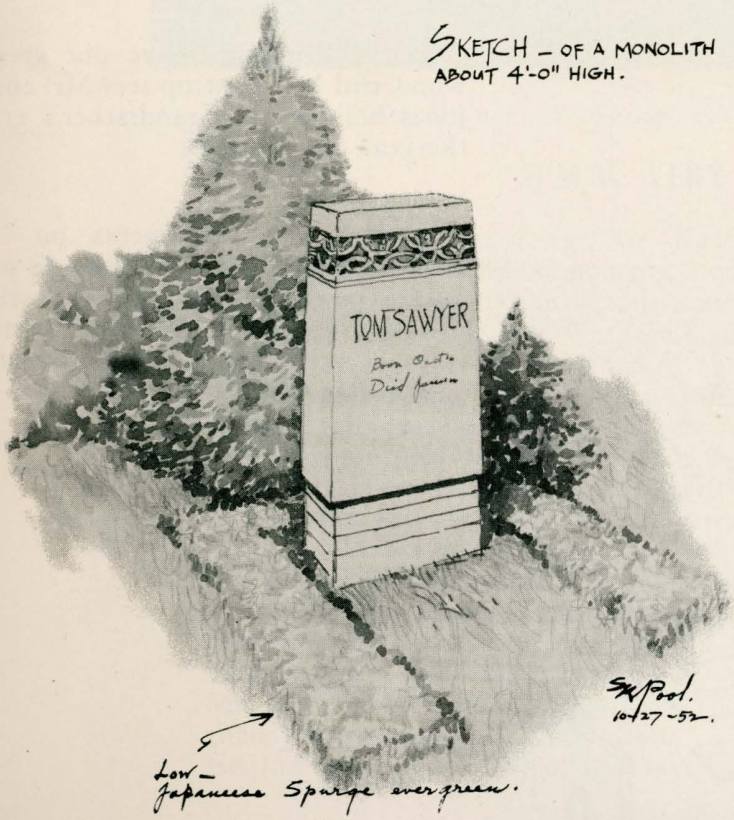
Below he comments on "Great Expectations" that never seem to pan out quite like the promoters' prospectus. In this case it is the "Shrine Monument" intended to serve an entire section in a "Park Plan Cemetery".

MORE CREATIVE DESIGNS *by* STANLEY R. POOL

In Mr. Pool's designs for this month we again see the artist's persistent emphasis on contours and proportion. Of particular interest in these presentations is the suggested planting, one of Mr. Pool's many strong points. The Maush sketch with its interesting "continental" treatment of contrasting finishes is somewhat of a departure for Mr. Pool, who in the main believes in "all or nothing".









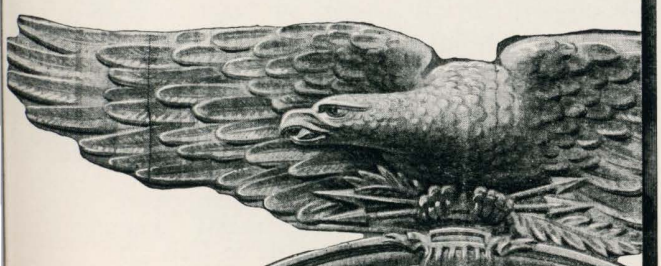
M.B.A. PRESIDENT L.C. HENLEY *honored at* HOME

CONGRATULA

to our friend

L. C. HENLEY

President, Monument Builders





L. C. Henley

At the National Convention of the Monument Builders of America, held in Cleveland, Ohio, January 11-14, 1953, Mr. L. C. Henley was elected President of the national association, which includes 5,800 dealers in the United States. Mr. Henley was thus accorded the honor of being the first man from the deep South to be elected to this post.

Mr. Henley has been very prominent in the memorial business for the past ten years. He is the immediate past vice president of the Monument Builders of America association. He is the past president of the Monument Builders Association of Alabama, Florida and Georgia, and is also the immediate past president of the American Historical Monument Society, and is president of the Monument Insurance Company of Alabama.

He is very active in Montgomery Civic organizations being a member of Kiwanis Club, Alcazar Temple, Sales Executive Club, Montgomery Chamber of Commerce. He is a member of the First Methodist Church.

Union Bank & Trust Company
30 Commerce St.

...eenwood Cemetery
Highland Avenue
Montgomery, Alabama

Hedrick Motor Co.
Your Dependable Dodge and Plymouth Dealer
617 Madison Ave.

...kwood Cemetery Annex
Upper Wetumpka Road
...ntgomery, Alabama

Leak-Memory Chapel, Inc.
523 Monroe St.
Montgomery, Alabama

...ie Lumber Co.
...and Building Materials
...f. McDonough St.

Wilbanks Motor Service
Nash Sales & Service
423 Madison Ave.

COGGINS
...RANITE & MARBLE INDUSTRIES INC.
ELBERTON, GEORGIA
...Quality Granite From Proven Quarries"

Jehle Brothers
Contractors
1606 Mt. Meigs Road

Memorial Cemetery
Mobile Road
Montgomery, Alabama

Capitol Chevrolet Co.
"The House of Courtesy"
229-233 Catoma St.

Ashley Bros.
Insurance - Real Estate
Hill Building

White Chapel
Funeral Home
43 S. Jackson
Montgomery, Alabama

Moody Tire Service
General Tires - Kraft Recapping
401 Madison Ave.

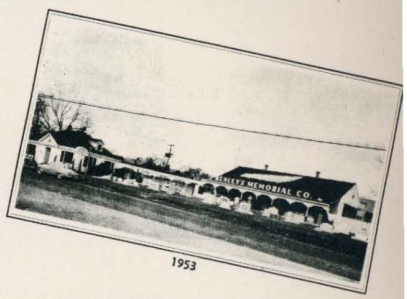
Reinhardt Motors, Inc.
Hudson - Willys
312 Catoma St.

GEORGIA MARBLE CO.
OF TATE, GEORGIA
• • •
"The Marble With The Sparkling Crystal"

FROM A LITTLE ACORN A MIGHTY OAK HAS GROWN



1943



1953

In 1943 the old Georgia Marble Works was purchased from Mr. Jim Thorburn by L. C. Henley. The picture above left shows the old Marble Works sign being taken down from the building which was located at 214 North Lawrence Street. The new Henley's Memorial Company was operated at the same location for a number of years and has grown steadily since.

The original personnel consisted of one man employed as stone cutter, and one man as stone setter. Today the business has a personnel complement of 16 men in the plant, 13 representatives and consultants, and an office and ambulance staff of five. The equipment in 1943 consisted of hand tools, one truck and wooden work benches. Today the most modern equipment is in use at Henley's, consisting of a 360 cubic-foot displacement air compressor for sand blast operations and air powered tools, a modern polishing mill capable of turning out 200 square feet of polished stone every 8 hours from rough sawed stock, diamond bladed stone saws, 1,000 lb. capacity sand blast for relief carving and lettering, overhead electric crane and hoists capable of handling up to 28,000 lbs., and mobilized equipment for any type carving, cleaning or lettering in cemeteries. The firm now operates a fleet of 14 cars and trucks.

In moving to the present location in 1949 the company was honored to receive the franchise to manufacture and distribute the Wilbert Burial Vault and to furnish service to 17 Alabama counties. The Wilbert vault is the only vault on the American market that carries an insured guarantee. It is built of concrete for durability, is steel reinforced for strength, and is lined with asphalt for waterproofing.

The present installation at Henley's Memorial Company, 1601 Mt. Meigs Road, occupies more than 60,000 sq. ft. of space and is nationally recognized as one of the South's largest and most beautiful displays of finished memorials. The company has representatives and displays in eight Alabama towns.

The company has enjoyed a more than 1,000 per cent increase in volume business since 1943.



SAM REID
Representative
Greenville, Alabama



CLINTON MANN
Representative
Tuskegee, Alabama

Not Shown Above
WALTER ANDERSON
Representative
Marion, Alabama



L. L. CORNETT
Representative
Tuskegee, Alabama



ELIZABETH TEW
OFFICE MANAGER

Mrs. Lawrence Tew has been with Henley's Memorial Company since it was founded and has held to a high standard of efficiency in the management of the home office for the past ten years.



FITZHUGH ELLINGTON
Representative
Evergreen, Alabama



MARSHALL P. CRAVER
Representative
Brewton, Alabama

Not Shown Above
DILLARD MAYSON
Representative
Flomaton, Alabama



JULIUS JOHNSON
Representative
Monroeville, Alabama



WILLIAM A. GAYLE, JR.
MANAGER-DESIGNER

Manager-designer at Henley's Memorial Company is William A. Gayle, Jr., a graduate of the Chicago Academy of Fine Arts. He is nationally recognized for his international and national war memorial designs as well as personalized memorials to outstanding Southern personalities. In addition to his other responsibilities, Mr. Gayle works very closely with all the representatives of the company and aids them with their problems of layout and design.



EMPLOYEES OF HENLEY'S MEMORIAL COMPANY

White Personnel—Back row: Milton Lockhart, E. J. Jeffcoat; Middle row: Howard Williams, Jack Goulden (foreman), D. C. Roberts; Bottom row: S. I. Powell, Houston Cobb, Spencer Kaiser, Layman Waid, Gerald Schott.
Colored Personnel—Buster Davis, John Williams, James Calhoun, Sam Bailey, O. B. Davis, Will Baker.



L. L. EADS
VICE PRESIDENT

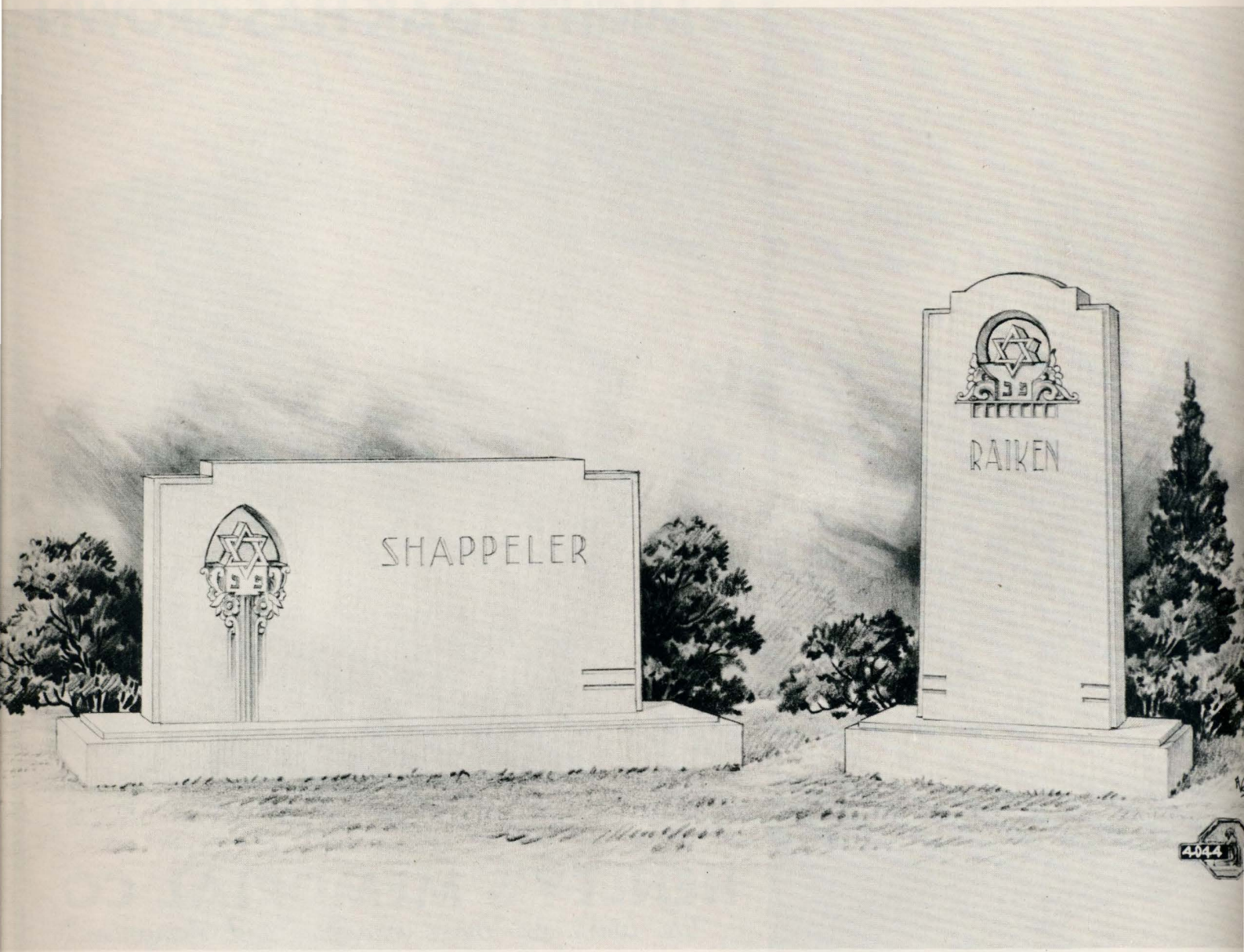
L. L. Eads, Vice President of Henley's Memorial Company, has been associated with the company since its inception. He came with the company in 1943 as manager and through his organizing ability, honesty, and sincerity, has been instrumental in guiding the business to its present successes. He is a member of several Montgomery civic organizations as well as director of music in one of the local Protestant churches. He is well known in this area for his fine tenor baritone singing and radio work.

HENLEY'S MEMORIAL CO.

"We Work for those who love and Remember"

1601 MT. MEIGS ROAD, MONTGOMERY, ALABAMA

It goes without saying that all M.B.A. Presidents have been men of standing in their communities, but few indeed have enjoyed the approbation of their neighbors to the degree that our most recent leader does. The two-page testimonial advertisement in the *Montgomery Advertiser* of February 1, Sunday edition, reproduced on this page, is an inspiring tribute, not only to the personality and standing of L. C. Henley, but to the worth of his vocation. It is noteworthy that all the leading cemeteries and funeral homes volunteered their support. It is of equal importance to note that this outstanding firm is the result of only ten years of activity. Here indeed is factual proof that the memorial vocation isn't entirely a lost cause. We extend our heartiest congratulations to L. C. Henley for a job well done.



Designed for

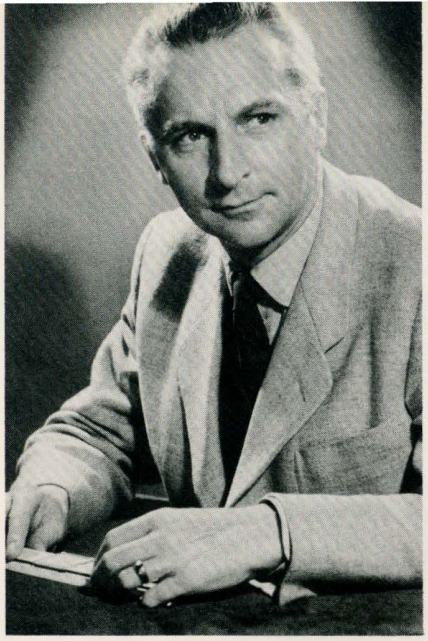
MODERN MACHINE TECHNIQUES

By

Al Comi

BARRE DESIGN SERVICE
BARRE, VERMONT

Despite a background which emphasized figure work and manual carving, Mr. Comi is perhaps our most accomplished commercial designer when detailing for modern machines and techniques. In these interesting designs the edger, wire saw, and the sandblast are featured most effectively. The outside of the Star of David and the aperture are, of course, easily cut with today's saws. The center of the Shield is, of course, solid. Mr. Comi notes that each of these designs would be equally effective with Crosses or other ornamentation. As usual, Mr. Comi's designs created for this magazine are available in photographic form with full-size details.



Editor's Note: We are greatly indebted to Dr. Kunzel for these fine photographs of modern German memorials executed by his firm (Kunzel & Schedler). Dr. Kunzel is President of the Monument Manufacturers' Association in Western Germany. His story of trouble with the cemetery officials there should make many of us realize how fortunate we are in our cemetery relationships by comparison.

DR. CARL G. KUNZEL,
Schwarzenbach (Saale), Bavaria,
President of the Associated Granite Industries,
gives a little story about

GERMAN MEMORIALS

"For about 40 years a heavy fight has been going on in Germany between the administration of many graveyards and the granite industry about memorials that are polished and manufactured out of dark Scandinavian granite and syenite. In Germany the graveyards belong to the communities, and they are not only taken care of by community officials, but they are also under their supervision to the effect that these officials give regulations to the owners of graves as to the material, style, and size of their memorials. Almost every German has an unexplainable respect towards any official, which causes a number of officials to feel and act as little dictators who do not only give regulations, but also know how to carry them through ruthlessly. In almost every case such regulations surpass anything that could be bearable. They even turn out to be prohibitions against polished memorials. Naturally, the public as well as the industry oppose these prohibitions, however, without any success. Should any difference of opinion lead to legal proceedings, the communities can rely on their right of ownership and the plaintiff is in the disadvantage.

"Always the same arguments are being used by the administrations of the graveyards saying that the industry delivers stupid works of mass production, that a polished memorial is apt to disturb the calm of a graveyard, and that the industry is not able to produce memorials that might satisfy with respect to their style as well as their manufacture. The fact that there is no mass production at all in the field of memorials here proves the nonsense of these arguments. Almost every German wishes to have a special design of his own; every memorial follows a special design that has been ordered at the dealers in memorials, very strictly, and the dealer has to satisfy his customer's wishes for better or worse.

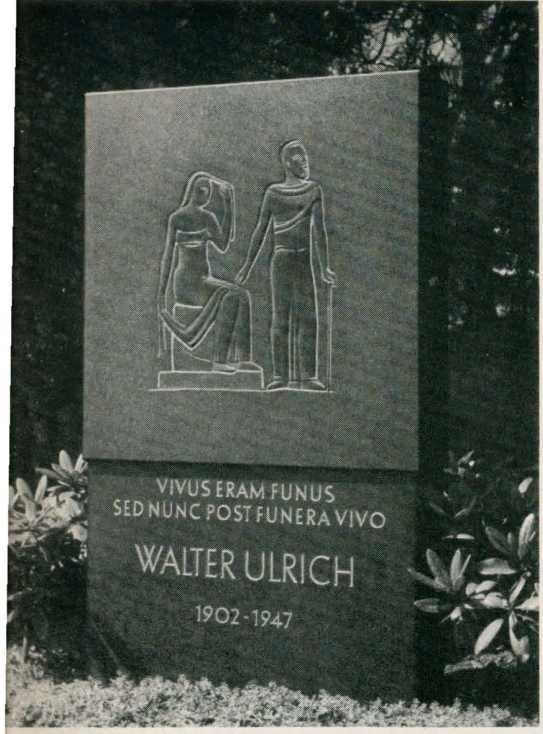
"There is no doubt that the industry has been trying again and again to improve the customer's taste by well-styled designs, but this quite frequently turns out to be a failure, inasmuch as memorials of this kind, except from a very few cases, had no buyers at all. Which proves, indeed, that the industry is able to produce memorials that are free of objection in any respect, and that the fact, whether memorials in good or bad taste dominate the graveyards, depends on the customers' intentions.

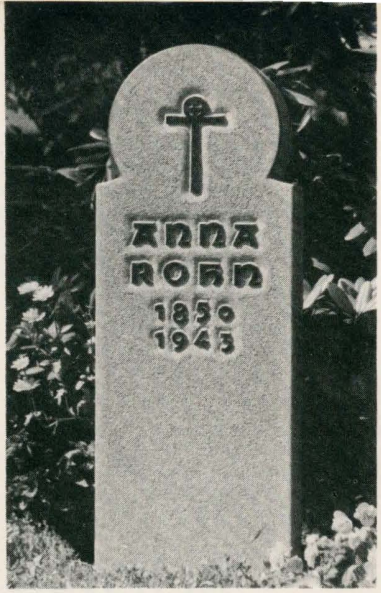
"It is up to the Association of the Granite Industry in Western Germany in particular to find a solution of this problem. They have to reduce the exaggerated wishes of one-sided artists who propogate a complete turn from polished stones, so that the granite industry will be allowed to deliver memorials made out of dark material also to those graveyards, from which it is cut off today, where only memorials made out of soft stones or bright polished granite are permitted. Therefore representatives of the granite industry have started negotiations with high officials of large graveyards and with garden architects being in charge of garden architectural design for graveyards; they have asked them for designs to be used by the granite industry that might completely satisfy their intentions. This was done in order to cut off any criticism in the negative from the very beginning. The representatives of the granite industry have asked for giving preference to dark material that is polished or at least partly so, because they are of the opinion that the artistic value of a memorial does not depend entirely on the material and its manufacture, but on good design as well.

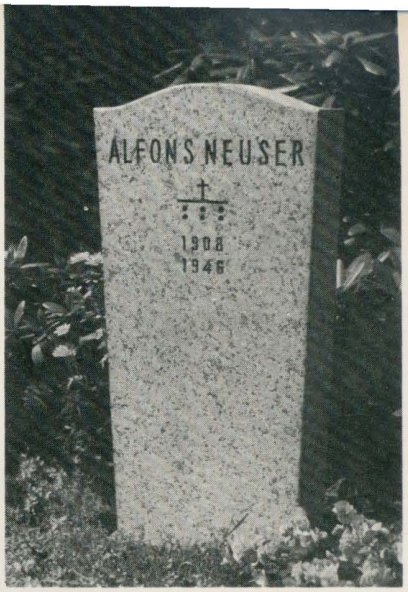
"The issues of this cooperation have been shown at the Garden Exhibition in Hanover in 1951 and 1952 in Essen. The pictures show a number of these memorials. In the sample graveyards of the exhibitions they are erected without any base, the upper edge of the concrete footing is even with the soil, giving the impression that the memorials grow up from the lawn. In front of every memorial the gardeners plant small flower sets, which is a new kind of arrangement of memorials in Germany. Up till now it has been the custom to frame each grave, to mark the tomb, and to erect a memorial on a base behind a knoll or a flower bed. A base as well as marking of the grave by a flower bed or a knoll is very much disliked by the artists that are in charge of the re-establishment of graveyards. Thus those small memorials, some of which are not allowed to be more than two feet high, are very much like 'poor people memorials'.

"Though now and then the new designs are approved by townspeople, the rural population refuses them absolutely. Ruthless graveyard regulations have caused a considerable decline in the sales of the granite industry, which is aware of the fact that there is no easy solution of this problem. Anyway, it is impossible to enforce a certain style to a buyer by regulations and prohibitions. Moreover, most of the dealers in memorials, that are intermediaries between the manufacturers and the buyers, will not be in the position to make designs that might be satisfactory to artists or graveyard officials with artistic intentions. In large towns and their surroundings there are only a few sculptors and dealers in memorials that are able to produce good designs; in the country, where more and more restrictions are being enforced now, it seems impossible to eliminate everything that is not 'art'.

"The granite industry will demand urgently to be allowed to erect memorials made out of granite and styled like those shown at the exhibitions in Hanover and Essen, also in those graveyards at present being practically closed to them. It will be interesting to watch the further development of this fight of the industry versus graveyard dictatorship."



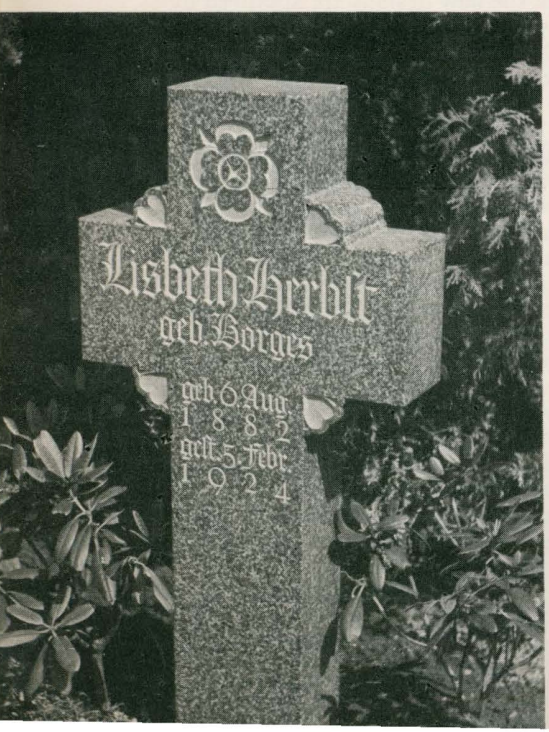




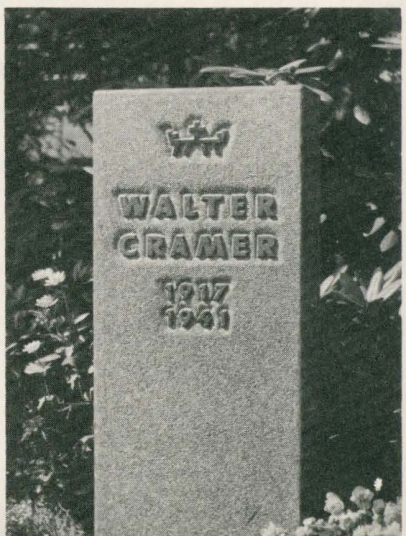


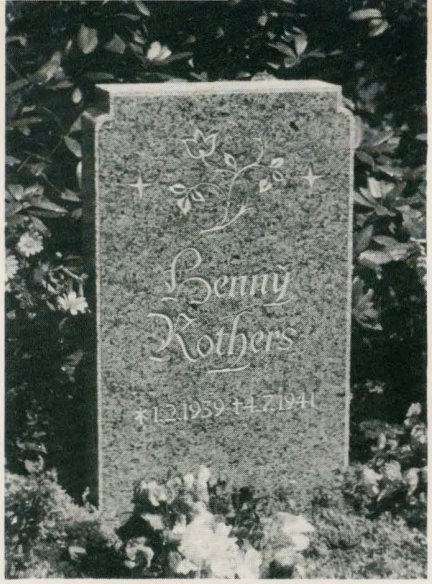
Those who are familiar with the type faces of modern printing know that many if not most of our "modern advertising alphabets" are of German design. This especial talent for "letters" is only one facet of a strong sense of design that is a feeling for composition, contours, and proportions. Those who concern themselves with the psychic see in this a great regard for organization and a love of "order". The other side of the coin is, of course, regimentation and a desire for group activity under a leader. Thus we find that much of German art is apt to be on the heavy or "strong" side rather than lyric or delicate, and this applies to all the arts. All of which is perhaps of little moment, for who is to weigh Wagner against Verdi, Nietzsche against Bergson, Heine against Dante, or for that matter sauerbrauten against crepes suzette. Personally we have always had a great admiration for German memorial art, its strength, composition, and feeling, and believe we can gain much by emulation.

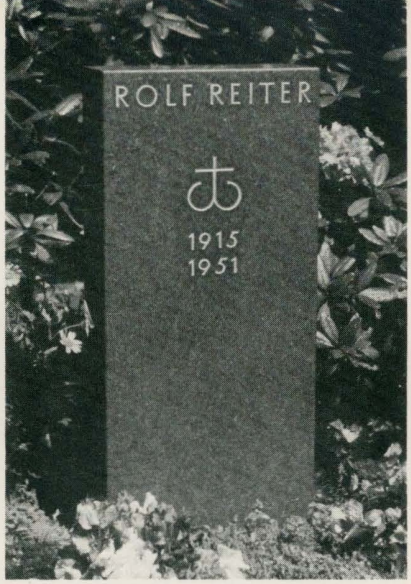
Admittedly, tastes differ, whether we consider races, nations, or individuals, and there are many designs in this feature which would find a limited public in America. On the other hand, what do we offer our public in the price ranges of the "Rohn", "Reiter", "Neuser", "Cramer", and "Valley" designs on these pages? Yes, we can learn much and to our profit, if we study these designs from













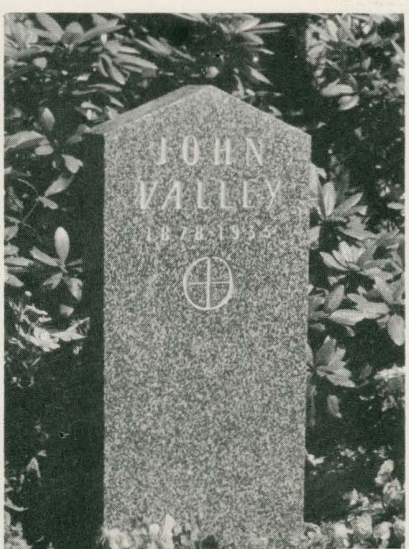
all standpoints, contours, proportions, composition, lettering, manufacturing techniques, yes, and symbolism and inscription as well. Those who know German will appreciate the beauty of the "Kuhl" inscription, for instance . . . sentiment but not sentimentality.

In a more practical vein, these designs are of particular interest to the users and manufacturers of specialty granites. Note how effective polished letters are with stippled or textured backgrounds; note the name treatment of the "Rohn" and "Walter Cramer" tablets as well as the ornamentation and dates. Study the simple lines of the sculpture in the "Walter Ulrich" tablet, the figure treatment on the "Peterson" monolith. Study the contours and proportions of these designs. Is the raised lettering of the "Eberlein", "Kuhl", and "Weber" designs beyond our capabilities? Note that several of these monuments are done in materials comparable to many of our granites more commonly used for building purposes.

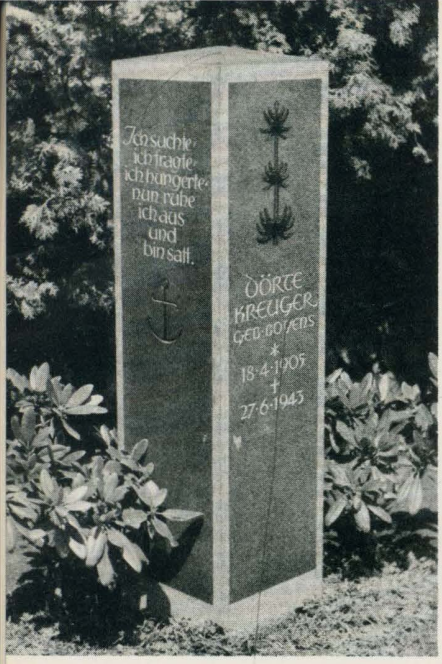
There will be observers who will say, "Their sandblast carving is pretty crude, isn't it?" Well, we have also heard it said by those whose opinions we value, "Our 'progress' in sandblast carving has set the Memorial Idea back fifty years." Who is right? Unfortunately both of them. For our part we'd like to see a few of our memorialists display a few of these designs in their stock.



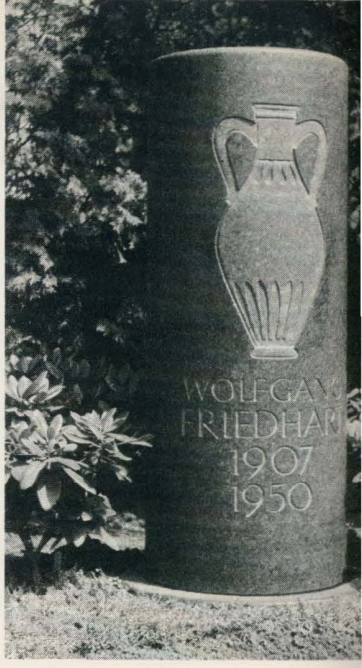








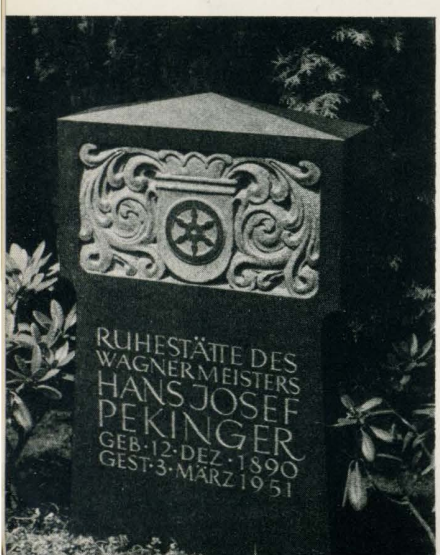




A study of these designs leads us to wonder if we are the inventors of "rock face". The complete absence of pitched surfaces in these designs, in any case, is refreshing, as is the absence of "courtplaster" name inscriptions. The "Pekinger" and "Krueger" designs on this page interested us greatly, both for the exquisite lettering, particularly the "Pekinger", and the designs.

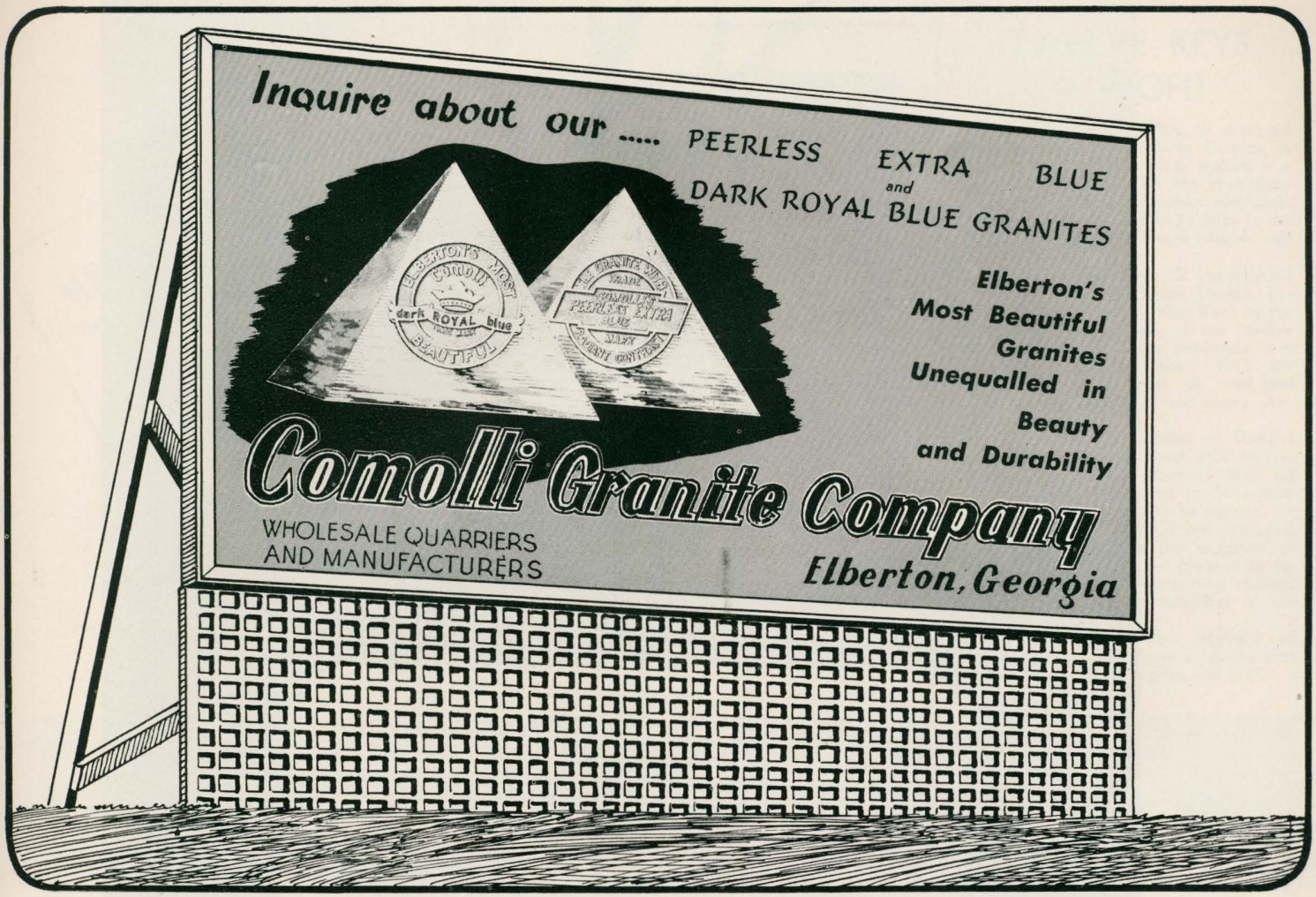
As a parting word to Dr. Kunzel, we might add that we have shown these designs to four of our leading cemetery officials in America, who were uniformly enthusiastic, proving for once, at least, the weight of the evidence seems to be with the Memorialists.











IMPORTED MARBLE TOP COCKTAIL TABLES

. . . A Profitable Sideline



No. 5213 VENETIAN TABLE — This handsome cocktail table, 38" x 21" x 17½" high, features a Brocatello marble top. Hand carved and decorated by master craftsmen with more than four generations of tradition behind them, this table will, indeed become an heirloom. It can be sold profitably by you for $150 or more as you choose.

No. 5398 TRADITIONAL TABLE — This beautiful cocktail table, 36" x 36" x 16" high, features a top of imported Rouge Royal marble. It is all mahogany with brass casters . . . and is the most beautiful piece of furniture you have ever seen. It can be sold profitably by you for $200.

The demand for these tables once seen is almost unbelievable. No monumental sales or conference room should be without one. Every one you sell brings you other customers, and gives you an entree for future memorial sales. Write today for complete information, or better still order one or both of these tables for early shipment F.O.B. Chicago, Ill.

ZANE MONUMENT CO., *George Cary, Proprietor*
53 N. 4TH STREET • ZANESVILLE, OHIO

USLE & PEROJO GRANITE CO.
Barre, Vt.

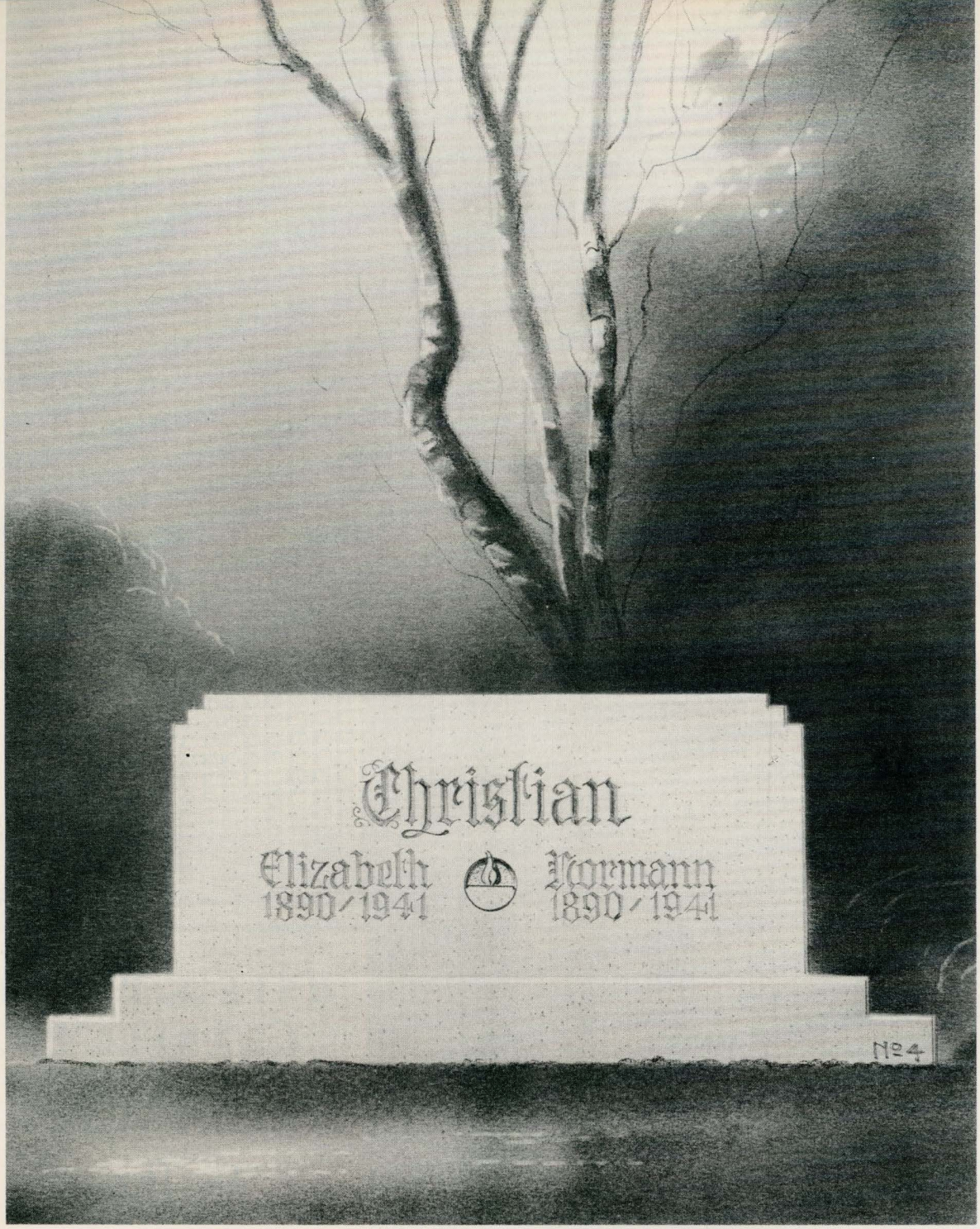
The Home of

FINE MATERIAL
FINE CRAFTSMANSHIP
EXCELLENT DESIGN
PROMPT SERVICE

BARRE GUILD

"Supreme Quality Memorials"

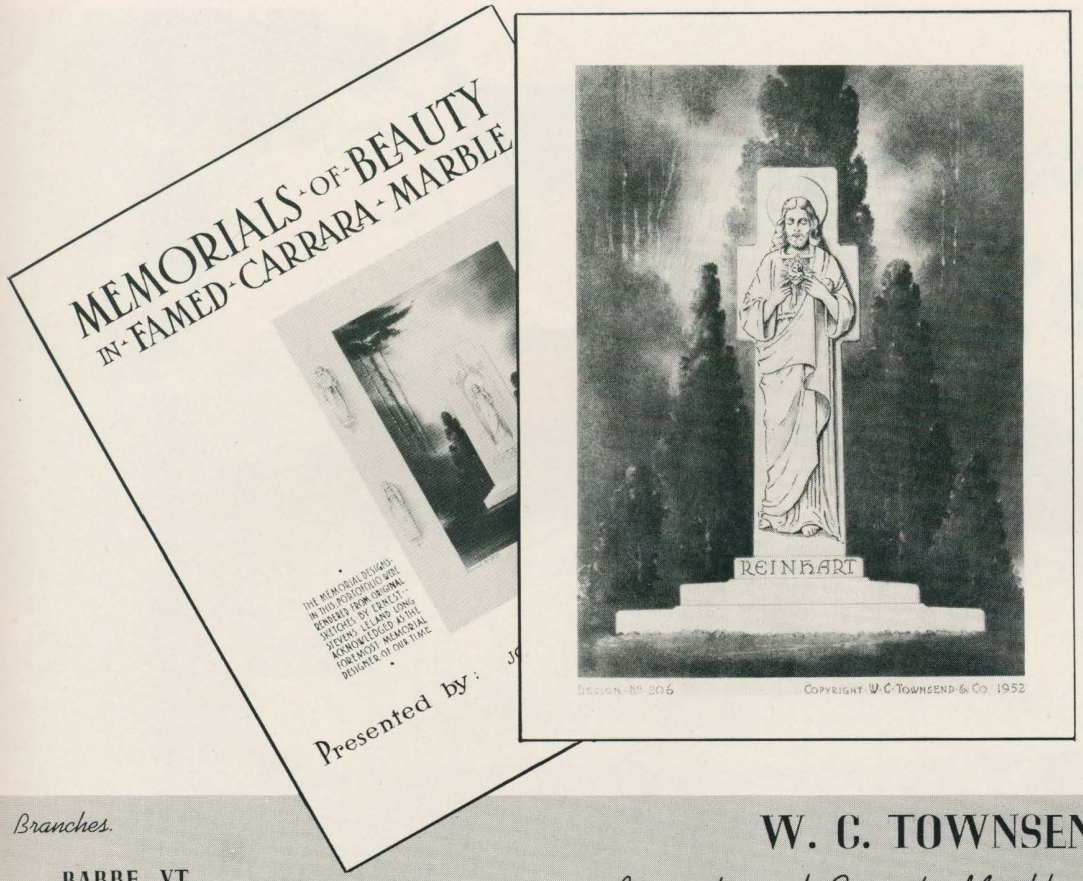
Manufactured in
Select Barre Granite
and Dominion Pink Granite



MODERN TABLET DESIGN

by **KURT KUNZ**

Although Mr. Kunz is particularly known for his figure work, his many admirers are equally impressed by his emphasis on good proportions, distinctive composition, and lettering. In this basically simple design, note how much interest and appeal is added by a few simple cuts, and the desirable emphasis he has given the individuals commemorated. Large letters, yes, but *designed* . . . and therein lies the little but all-important difference. Editor's Note: Mr. Kunz can now be reached at Box 118, Barre, Vermont.



TWELVE KEYS *to* PROFIT

The REINHART DESIGN, as executed by our master sculptors in Carrara, is truly a work of art. Here indeed is a monument that will be the showpiece of your display . . . an outstanding asset in any cemetery . . . and its price in the finest grade of hard Carrara Marble will amaze you.

We introduced these 12 copyrighted designs created by Ernest Stevens Leland and rendered by Kurt Kunz at the Cleveland Convention. These twelve outstanding designs are available in a handsome portfolio cover. They are beautifully reproduced as embosed sepia prints (10″x13″) on heavy Andorra art paper.

This impressive Portfolio of Designs is available to established retail memorialists only at the nominal price of $5.00, and this amount is deductible when you order any of these designs.

The quality of our Carrara-produced work has long been the standard of comparison, and we are pleased to be able to offer these outstanding modern designs in this most beautiful of all monumental materials.

Write today for your Portfolio of sales-compelling designs at prices that insure a proper mark-up for real profit.

Branches

BARRE, VT.

CARRARA, ITALY

W. C. TOWNSEND & CO.

Importers of Granite-Marble-Statuary Since 1865

ZANESVILLE, OHIO

NOW AVAILABLE

SPLAYED CORNER GOTHIC ALPHABETS and NUMERALS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ&.
1234567890-/-

ALPHABETS

Size	Each	Alphabet	Alphabet and 14 extra letters
1-¼″	$.33	$ 8.75	$13.37
1-½″	.37	9.80	14.98
1-¾″	.41	10.85	16.59
2″	.45	11.90	18.20
2-½″	.56	14.00	21.84
3″	.66	16.50	25.74
3-½″	.79	19.80	30.86
4″	.92	23.10	35.98

Alphabet prices in size 1-¼″ to 2″ include 26 letters, & sign, and period. 2-½″ to 4″ sizes include 26 letters only.

NUMERALS

Size	Each	Set	Size	Each	Set
1-¼″	$.33	$3.30	1-¾″	$.41	$4.10
1-½″	.37	3.70	2″	.45	4.50

Adjustable Dash Ends included with each set

SPACERITE COMPANY

56 Berlin Street **WOLLASTON 70, MASS.**

Where Quality COUNTS!

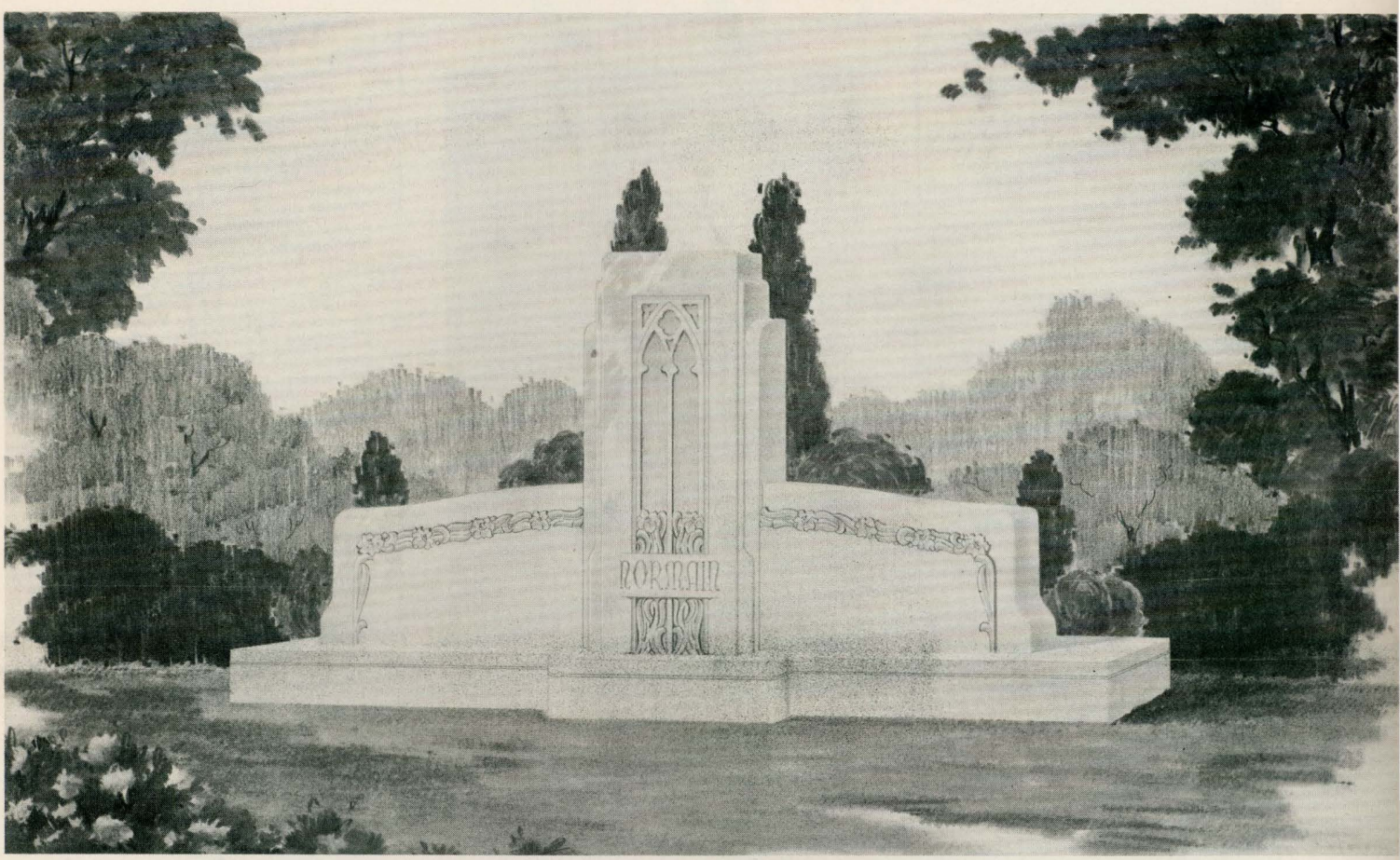
FINE DESIGN
EXPERT WORKMANSHIP
PERSONAL SUPERVISION
SELECTED STOCK
PROMPT SERVICE

FINE MEMORIALS *in the best* SELECT BARRE GRANITE

BARRE GUILD

LAWSON GRANITE Co., Inc. . . Barre, Vt.

ALBERT GHERARDI, *Proprietor*



MODERN TABLET AND SCREEN DESIGN

In creating the Normain design, Mr. Young has used Gothic themes, lettering, and floral ornament combined with the setbacks more characteristic of modern architecture. The conventionalized decoration is nicely integrated in a bold manner in keeping with the strength of the design. While many purists will object to such eclecticism, it seems to us that the overall effect is one of stature not without grace. The buttress-like ends on the wings add materially to the composition as do the subtle sweep of the serpentine top and the projected base platform beneath the erect tablet.

by Bob Young's Studio
Barre, Vt.



When it comes to markers, we're YES-MEN!



"VALUE" APPEARANCE . . .
Will your customer have that feeling of buying satisfaction? YES! YES!

VISUAL APPEARANCE . . .
Do these Barre Guild Western Style Slants have a modern, clean-cut appearance? YES! YES!

GOOD OLD FASHIONED ACTUAL VALUE . . .
Are they priced to you so that you can price them attractively to your customers? YES!

ONE MORE QUESTION . . .
If you have a few of these markers in your display for summer sales, will you have some "easy sell" sales this summer? YES!

GARAND-TEED MARKERS INC.
S. L. GARAND & CO. MONTPELIER, VT.

MONUMENTS make NEWS in the NATION'S PRESS



By the rude bridge that arched the flood,
Their flag to April's breeze unfurled,
Here once the embattled farmers stood,
And fired the shot heard round the world.

The words of Ralph Waldo Emerson, written in 1836, commemorate the first day of fighting between the Colonists and the soldiers of King George III. On the morning of April 19, 1775, a British force of some 600 men, marching to seize secretly stored military supplies, met 38 armed Colonists. On Lexington Green, the first shot was fired. By which side is still unknown.

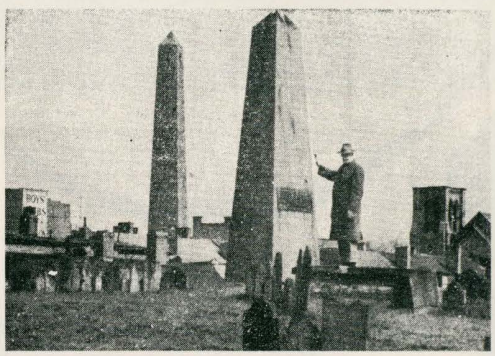
But one thing was sure—the War was on. Instructions issued by Captain John Parker are still emblazoned on stone at the scene. "*Stand your ground; don't fire unless fired upon, but if they mean to have a war let it begin here.*" The battle progressed to Concord that afternoon where 450 Minute Men stopped the British at the North Bridge. It was in Concord, Middlesex County, Mass., that the Minute Men routed the enemy. Fired upon by guerrillas behind every house and tree, the British soon were retreating in complete disorder.

In 1875, 100 years later, a bronze statue was erected at the site where "men of the minute" made possible our freedom of the years. This possession we still cherish April 19, 1953—178 years after the battle.

The Embattled Farmer stands with plow, militia coat, leggings, tricornered hat and musket . . . a memorial to American heroism.

The clippings selected for this month are chosen to illustrate types of subject matter which newspaper editors, notoriously fast with the "kill" and "the blue pencil", find newsworthy. This feature takes on new importance with the imminence of the M.I.A. program to promote traditional commemoration. In the Boston papers we see illustrations of the memorials to heroes and battles of the Revolution on the occasion of Patriot's Day. We see St. Patrick's Day remembered by monuments. Then there is an interesting story on the family memorial to "Babe" Ruth; a plea for a monument to General Pershing "who has none" (a letter to the editor the following day spoke of a Pershing monument erected in San Francisco); a photograph of a public memorial in Springfield, Ill., to illustrate the Illinois M.B.A. Convention; a Lincoln wreath laying; a scene in Mexico; and last but not least for those concerned, as well as our industry, the story of a private memorial to a famed rodeo rider in Wyoming.

Editor's Note: Re the "Windy Wood Farm" advertisement for maple syrup (this is not a clipping), we learn at press time that an unusual Spring in Vermont has brought "the finest quality but the smallest crop of many a year", and there is little likelihood of any carry-over for the Christmas Season. So do your Christmas shopping NOW.



(Traveler Staff Photo by Herbert Stier)

HISTORIC MONUMENTS—Joseph Hession, Charlestown cemetery caretaker, is shown at a monument erected to the memory of John Harvard, founder of Harvard College. In the background is Bunker Hill Monument. The cemetery, on Phipps St., is the second oldest in the United States.

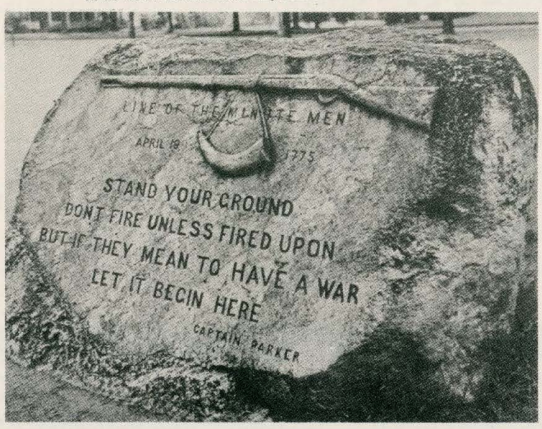
Minute Men FOUGHT FOR FREEDOM HERE



AT A CORNER OF LEXINGTON'S VILLAGE GREEN stands a statue of Captain Parker, who was in charge of the Minute Men roused from their slumber by Revere at midnight on the morning of April 19th. Revere had left Boston, 15 miles away, a little more than an hour earlier.



THE GRAVE OF BABE RUTH in the Gate of Heaven Cemetery north of Valhalla is a mecca that has drawn thousands of visitors, from small boys to their grandparents, since the body of baseball's greatest hero, George Herman Ruth, was buried here in August, 1948. In bas relief, the life-sized figure of a sturdy little boy looking up at the figure of Christ is carved in gray-white granite. In the panel next to the boy's figure are only the words, "George Herman Ruth 1895-1948." On the opposite panel, next to the figure of Christ, is a quotation from a tribute by Cardinal Spellman. "May the Divine Spirit that animated Babe Ruth to win the crucial game of life inspire the youth of America." The world knows the baseball record that Babe Ruth left behind: the world record for strikeouts, 1,330 in 22 years. Between 1914 and 1935, any boy can recite, the Babe broke record after record for runs batted in, as a left hander, as a home run hitter. An American saga of the most heart warming kind was his familiar and beloved story. The little boy without father or mother who was reared in a Catholic orphanage in Baltimore; his sandlot fame as a ball player that drew him a contract with the Baltimore Orioles in 1913 when he was eighteen years old; his steady rise to fame as a great athlete and, by his life and his character, a hero and an idol who never let down his admirers and his friends; a man whose courage during a long and painful last illness only added to his laurels as an American hero. So it is that no one is surprised that people who hold his memory green each day find their way to the simple, sturdy monument in the Gate of Heaven Cemetery, just as do hundreds of Americans each year visit the tomb of Will Rogers, another simple man, at Claremore, Okla. The Ruth grave is near the Bronx River Parkway entrance of Gate of Heaven Cemetery.



THIS STONE on Lexington's beautiful village green, later known as the Battle Green, marks the spot where Captain Parker lined up his Minute Men to await the redcoats. Outnumbered by the British, the Minute Men had to fall back, returning their fire only after being fired upon, as their captain had ordered.



IMPOSING STATUE of Paul Revere stands hard by Boston's Old North Church, where his friend hung two lanterns aloft on the night of April 18, 1775, to signify that the British were coming by sea. Revere immediately rowed across the Charles River to Charlestown, borrowed a horse, and began his ride to arouse the Minute Men.

Otto Plaga, Old Time Rodeo Rider Remembered in Stone

The grave of Otto W. Plaga, one of Wyoming's rodeo immortals, received a fitting monument Wednesday in Wheatland cemetery with the placing of a stone which bears the engraved picture of Plaga riding Redbird, the horse he rode to fame in the Frontier Days Rodeo in 1901.

Plaga, who was winner and riding champion of that event, died while serving as justice of the peace in Wheatland in 1949.

Born in New York City in 1877, the future bronc buster was brought to Laramie at the age of one year. Nine years later his parents took him to a homestead on the Sybille which is at present known as the Plaga ranch which is located 35 miles west of Wheatland. He rode professionally for the John C. Coble cattle company, the Smith and Moore outfit, the old "49" ranch west of Laramie Peak and later for L. R. "Lou" Maytag of the Maytag washing machine company.

By KEN PEARCE
Tribune Staff Writer

EDITOR'S NOTE: The following is compiled from information secured by Robert A. Peterson, Secretary - Treasurer of the Wyoming Monument Co.)

He was one of two or three men who ever successfully rode Steamboat, perhaps the greatest bucking horse of the time around the turn of the century. This took place when President Teddy Roosevelt was making a visit to one Frontier Days celebration. Plaga agreed to ride Steamboat in an exhibition for the president.

Oldtimers say it was the greatest ride of all time. Otto gave the horse all he had and the animal returned in kind. Plaga was flung into the air and returned to the horse's rump back of the saddle. Plaga heaved himself forward with the next jump, forked the saddle and found the stirrups. Steamboat followed with a twist in midair and the ride was over.

Harry Robb, an old time cowboy who rode with Plaga about the turn of the century, writes of Otto.

"It's doubtful if anyone ever called him the best cowboy they ever met up with, but when riding was the subject all hats came off to Otto Plaga. Sure, he got bucked off—frequently—but he'd do it himself, the horse couldn't."

"Just to explain what I mean—he drew up both his feet one day to ride between two large rocks. That frightened the horse (Colonel, to be exact, a hard horse to ride) and the battle was on."

"Otto didn't hesitate to get either stirrup, just began scratching. When one spur caught in the horse's mane — still no caution. But when the other spur came up for more hair, that leg went plumb over the horse's neck and so did Otto."

"To watch him sit high up on the cantle of his saddle, and kick hair out on one side when the other was a work of art, as well as a mystery of how he did it."

As for Plaga's practical jokes, some were considered beyond good judgment according to Robb.

He is said to have, at one time, tied his lariat to a large log and come riding one night into camp with it bouncing back of him. The cowboys bedded down around the fire scattered for their lives as Otto came thru.

The enraged cowboys then proceeded to rope Otto and tie him to a wagon wheel with his feet high off the ground for the rest of the night. Robb said there were no hard feelings on Otto's part.

Plaga spent much of his later life in various capacities as a law enforcement officer.

He was a customs inspector near Mexicali in 1910. During the first world war he was with the Los Angeles police force only to return as city marshal in the city of Wheatland in 1918. He was a special officer for the Colorado and Southern railroad during the strike nd continued in that capacity until 1925, when he became a federal prohibition agent in Wyoming under Lon C. Davis in Cheyenne. Plaga and S. R. Owens captured nine stills in one day near Casper which is considered a remarkable feat.

He was a special agent of the Union Pacific railtad from 1926 to 1928 when he went to Rawlins as a deputy sheriff. He was a penitentiary guard at Rawlins from 1931 to 1937 at which time he lost his right hand as the result of an infection which developed from a wound delivered by a prisoner. Thereafter he wore a steel hook in its place.

Otto's wife, the former Carol Jeanne Knudson, survives him. An only son, Otto Jr., died in infancy.

Otto Plaga's monument was designed in the plant of the Wyoming Monument company in Cheyenne. Warren E. "Bud" Wittstruck was the artist craftsman who made the memorial.



ROBERT A. PETERSON (left) and craftsman Warren E. "Bud" Wittstruck of the Wyoming Monument company are shown with Otto Plaga's monument before it was placed on Plaga's grave in Wheatland yesterday. The face of the monument showing contains a picture of Plaga riding the horse Redbird to win the Cheyenne Frontier Days championship in 1901. The other face of the monument bears the Plaga family name, Otto's inscription and provision for his wife's inscription to be completed later.

☆ ☆ ☆



Wreath Laid at Lincoln's Statue

A floral tribute was paid to President Abraham Lincoln by members of Chaplain P. G. Cook Camp 223, Sons of Union Veterans of the Civil War, at a wreath-laying ceremony Sunday afternoon at Lincoln Statue in Delaware Park, near the Rose Gardens. Participating in the event were, left to right: Harry E. Gibbons, commander; Orion L. Murrell, secretary and past commander, and James Hollis, color bearer. The program, formerly held on the birthday anniversary, Feb. 12, was switched to the week of April 15, date of Lincoln's death. Rain forced cancellation of scheduled memorial service.

THE PATHS OF ST. PATRICK (cont'd)



MEMORIAL CHURCH and round tower at Saul were built to commemorate St. Patrick's settling there on his first missionary trip to Ireland. His first church there was a barn, which in ancient Gaelic sounds like Saul.



(Left)
MEMORIAL STATUE of the patron saint stands on a hill near Saul, almost on the shores of Strangford Lough where Patrick landed in the year 432 on his first missionary journey to Eire. Erected in 1932, the statue commemorated his arrival in Eire 1500 years before.



CABALLITO (The Little Horse), equestrian statue of Charles V of Spain is a landmark on Mexico City's Avenida Juarez. A few blocks down the street on the right is the Hotel del Prado, where the Courier-Express tourists will stay.

Why Not a Statue of 'Black Jack,' Our Forgotten General?



—Journal Staff Photo by Ted Newberg

ILLINOIS MONUMENT ASSOCIATION DELEGATES ARE HOLDING their 46th annual convention in the Jefferson hotel today and one of their first acts this morning was to lay a wreath on the Soldiers' monument in courthouse square following memorial services at the hotel. Above, the association's president, Carl Dunbar of Macomb (left), places the wreath. Right is the Rev. E. L. Fernandes, who gave the prayer.

By JACK WILLIAMS
Special to The Buffalo Evening News and North American Newspaper Alliance.

WASHINGTON—One of the nation's most famed military leaders was Gen. of the Army John J. (Black Jack) Pershing, commander of the American Expeditionary Forces in World War I.

Yet, neither Missouri, the state of his birth, nor the nation he served so ably have memorialized him in statuary.

Gen. Pershing might well be called the forgotten man among the nation's great military figures. He died July 15, 1948, at the age of 87.

Scores of statues preserving for history the nation's military heroes and political leaders, including the late Senator Huey Long of Louisiana, dot Washington parks and fill the Capitol and other buildings.

A search of the records of the American Battle Monuments Commission here reveals this amazing fact:

There is not a statue of Gen. Pershing in the United States.

A remarkable and striking coincidence is that while Missouri's famed son thus goes unhonored by his nation and home state, his counterpart in World War II from Kansas, Gen. of the Army Dwight D. Eisenhower, now is President.

Missouri has named a state park for Gen. Pershing. It consists of 1836 acres and is 2 miles west of Leclede, on U. S. 36, to commemorate his birthplace. It has facilities for picnickers.

So far as records of the Monuments Commission here disclosed, the only effort to bring about a memorial for the military leader who was the symbol of World War I to millions of persons over the world, has been taken by Senator Burnet Maybank, Democrat of South Carolina. He has introduced a bill proposing that the Monuments Commission prepare plans for such a memorial. It is the third successive Congress in which he has offered such a bill. It never has emerged from a committee's dusty pigeonhole and unless citizens get behind it there is the probability it will remain there this session.

Mr. Maybank is the only member of Congress who also is a member of the Monuments Commission. Before his death, Gen. Pershing was chairman of the commission. His great modesty made it impossible to propose such a suggestion as a memorial for him while he was chairman. Mr. Maybany lost no time proposing one after the general's death.

World War I ended almost 35 years ago. Gen. Pershing retired from the Army almost 29 years ago. He has been dead almost five years.

By act of Congress, he was made general of the armies in 1919. He became Army chief-of-staff in 1921 and retired Sept. 13, 1924. He died in Walter Reed Army Hospital here after a long illness.

A state legislature may initiate action seeking to have the statue of famous sons placed in the nation's Capitol. There is no record here of such action having been taken in Missouri. Under Senator Maybank's proposal, the memorial would be sponsored by the nation.

IT IS THE PRACTICE that each state is allowed to have two statues in the Capitol. Some states have none, some one and others have two.

Missouri is represented in the Capitol statuary by Francis P. Blair (1821-1875) and Thomas H. Benton (1782-1858). Mr. Blair was a soldier in the Civil War, an editor and prominent in the political life of the country for a long time, according to the official record. Mr. Benton is described there as:

"A senator, statesman and author; a warm supporter of President Jackson and other great patriots of that day."

There are busts of all former vice presidents of the United States in the Capitol. Missouri is represented by Harry S. Truman.

Missouri also is represented in the Capitol statuary with a bust of Champ Clark, former speaker of the House. Opposite it in the hall of the House is a bust of James B. Mann, of Illinois, Republican floor leader at the time. They symbolize the two-party system.



ihn J. Pershing—There's Not a Statue in the Country.

Grave Monuments Show Fullest Respect, Parley Told

A monument of granite or marble over a grave is still the greatest indication of honor and respect for the dead, Edward Warner, representative of the Monument Institute of America, told delegates to the sixty-sixth annual convention of the Illinois Monument association this morning.

Approximately 150 monument manufacturers and dealers from throughout the state are attending the two-day convention at the Jefferson hotel.

Warner said that the Monument Institute is planning a nation-wide advertising campaign, directed against the tendency to leave graves unmarked, or only with a flat headstone.

Seek Custom's Revival

"Since before the time of Christ," he said, "men have honored their departed loved ones by the erection of lasting monuments. We hope to revive this basic tenet of American family life and respect which, unfortunately, has been disintegrating somewhat in later years."

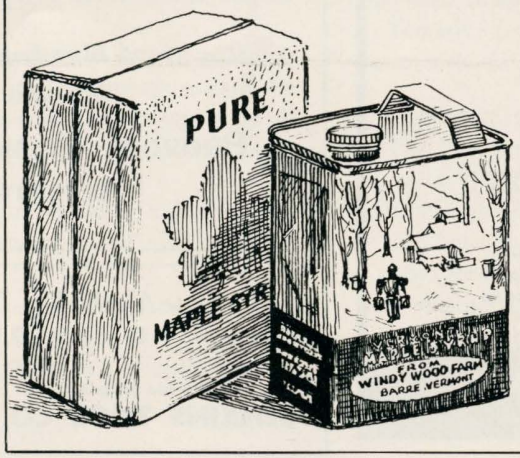
The convention opened with an address of welcome by Duane Stone, city attorney, in behalf of Mayor Joseph O. Malone, and a response by Henry Triebel, Peoria monument manufacturer, who also presided later at a wreath-laying ceremony at Soldiers Monument in courthouse square.

Burnett To Speak

Speakers scheduled this afternoon include Arch Green, Chicago, executive vice president of Monument Builders of America; R. T. (Dick) McBride, field representative of the Barre Granite Association, Inc.; and Barton Stephens, of the Elberton Granite association of Georgia. Also slated is a report by Carl Dunbar, president of Macomb, and an open forum discussion led by Harry McFaul, of Galesburg, a director of the association.

Arnold Burnett, managing editor of The Peoria Journal, will be the principal speaker at the convention banquet at 7 tonight, at the hotel. His subject will be "The Strange Road We Are On."

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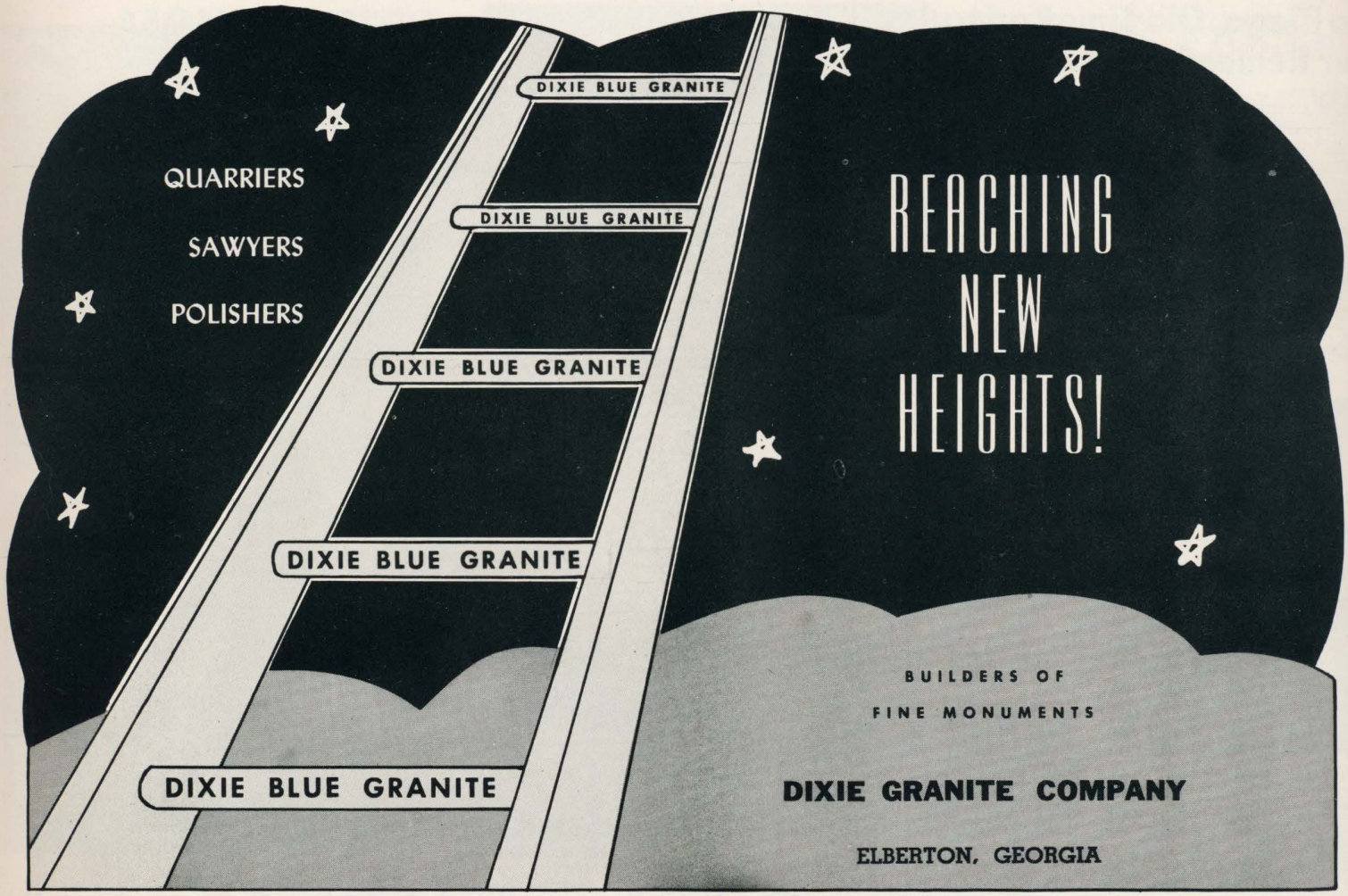
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together and protect the people, taking proper care of their property, or the people will soon demand that they do so. As for cemeteries selling monuments—he feels that when any organization goes into business against private enterprise it should pay taxes. A positive stand should be taken on this.

Mr. Green explained the election of the board of directors for M.B.A. Each state may have a representative for up to twenty-five members, two representatives for 38 or more members. All representatives will meet before the convention and at that time a director will be elected from each district.

The meeting was adjourned for lunch.

The meeting resumed at 1:00 p.m. with the Secretary reading the minutes of the previous meeting held in 1952. They were approved as read and accepted. Mr. Larson also reported $1,142.44 in the bank at the present, with 63 paid up members.

President Flynn called for committee reports.

The Nominating Committee—Joseph Osborne, Chairman, Almon D. Olson, Don Mulvey, Herbert Haertel, W. N. Rapalee.

New officers for 1953 are as follows: *President*—Mr. Herbert A. Haertel, Fairmont Monument Works, Fairmont, Minnesota; *Vice Pres.*—Mr. Spencer R. Nelson, Little Falls Granite Works, Little Falls, Minnesota; *Sec'y.-Treas.*—Mr. Arthur N. Larson, Braham Granite Works, Inc., Braham, Minnesota; Mr. John J. Flynn, *director* (new), Crookston Granite Co., Crookston, Minnesota; Mr. Robert Timmerman, *director* (new), A. L. Green Monument Works, Box 884, Sioux Falls, So. Dakota; Mr. Earl R. Jack, *director* (hold-over), Jack Monument Co., Minot, North Dakota; Mr. Chester Williams, *director* (hold-over), Huron Marble & Granite Works, Huron, South Dakota; Mr. Ray Schoenrock, *director* (hold-over) 928 Jackson Street, Schroenrock & Son, St. Paul, Minnesota.

NEBRASKA CONVENTION

By ELMER FEIS

The Nebraska State Convention convened for two full days at Grand Island on February 18 and 19 and it was the finest convention had for many years.

The first session was devoted to the necessary preliminary items followed by a report of the National Convention at Cleveland by Elmer Feis.

Following luncheon, Mr. A. L. Green, Executive Vice President of the Monument Builders of America, made an excellent address concerning M.B.A. activities and the advantages of retail dealers being members of the National Association.

Mr. Green has the ability of impressing his audience from a retailers point of view because of his experience in the monument business. He assured us that he would give his best at all times for the betterment of the entire industry and for the retailers in particular.

Ed W. Warner, field representative of the American Monument Association is devoting his time and energy toward the promotion of the M.I.A. which was created and adopted by all branches of our industry at the Cleveland convention in January.

Mr. Warner outlined his program in detail and answered all questions pertaining to its organization and plan of operation.

At the close of this presentation, every dealer present signed the application for membership of M.I.A.

The few dealers who were not present will be contacted and we feel sure that practically every dealer in Nebraska will become a member.

We cannot understand how anyone who claims to be a legitimate monument dealer can refuse to support the Monument Institute of America. It has great possibilities if we will all join together and support it by thought, word and deed.

The second day was devoted to local problems and after full discussion action was taken to correct these unfavorable conditions.

Mr. Green and Mr. Warner made excellent contributions during our forenoon session.

Door prizes, a banquet and entertainment added to the enjoyment of the convention and a fine spirit of fellowship prevailed throughout the meeting.

The new officers elected were as follows:

President, Mr. Max Speidell, Lincoln, Nebr.; Vice-Pres., Mr. Walter Becker, North Platte, Nebr.; Secy-Treas., Mr. Warren Worley, Kearney, Nebr.

MONUMENT BUILDERS OF LOUISIANA-MISSISSIPPI CONVENTION

The Monument Builders of Louisiana-Mississippi met for their ninth annual convention at Hotel Vicksburg, Vicksburg, Miss., February 23-24, 1953.

Mayor Pat Kelly of Vicksburg welcomed the memorialists, to which Miss Nona Martin, Martin Marble & Granite Works, Monroe, La., responded in her usual gracious manner.

Twelve retail firms, members, and eleven wholesalers responded to the roll call, following which the minutes were read and approved. A report was given on the Mississippi Sales Tax on monuments and hope was given up that this tax would be removed.

L. C. Henley, Henley's Memorial Co., Montgomery, Ala., president of Monument Builders of America, Inc., gave a most inspiring and informative talk on the Reams bill now up in Congress and asked all persons to write their congressmen and senators for support of the bill. Telegrams to both were sent from the convention by the Louisiana and Mississippi groups and answers were received to the effect that they would give the bill their most careful consideration and requested that they be kept posted in regard to anything relative to the bill which they could do.

The banquet at the hotel was an enjoyable affair with Mrs. Mary Cain as the after dinner speaker. She is said to have given a wonderful talk, mainly about keeping the government out of private business, which is of interest particularly in the matter of veteran's markers.

The following officers were elected for 1953: J. C. Carter, Tupelo Marble Works, Tupelo, Miss., president; J. C. Davidson, Davidson Marble & Granite Works, Kosciusko, Miss., vice-president; Mrs. B. T. O'Neil, J. H. O'Neil Marble Works, Meridian, Miss., secretary-treasurer.

Tentative place for 1954 convention, Biloxi, Miss., date to be set after the date for the national convention is determined.

REPORT OF THE MISSOURI STATE CONVENTION

The 35th Annual Convention of the Monument Builder's of Missouri was held at the President Hotel, Kansas City, Missouri, on February 26-27.

The business meeting was called to order by John H. McCarthy, president, and the events of the last year were reviewed. The incorporation of the organization was completed this last year and was one of the chief topics for discussion.

[*Continued on next page*

GUARDIAN MEMORIALS
of Everlasting Beauty

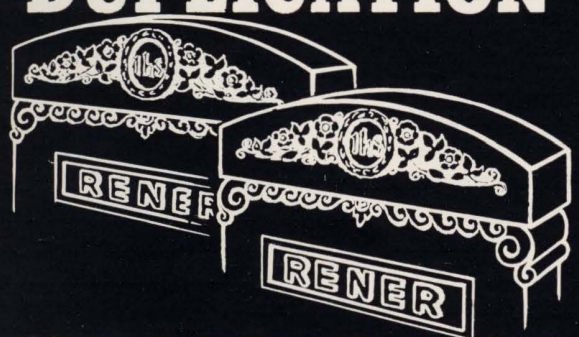


The CARLSON Memorial was erected in Greenwood Cemetery, Michigan City, Indiana, by Indiana Memorials of that city.

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CONVENTION NEWS . . . *Continued from Page 51*

Mr. R. T. McBride, representing the Barre Guild, gave an informative lecture of the happenings in the Barre District.

In the State of Missouri there are two local organizations. Mr. Rolly Johnson reported on the Monument Builders of Greater Kansas City, and Mr. Ad Lorenzon reported on the Monument Builders of Greater St. Louis. Mr. Johnson pointed out the value of close association among dealers which can be achieved in these local organizations. Mr. Lorenzon brought the meeting up to date on the St. Louis dealers and their activities.

The morning session on the 27th was inspiring. Mr. Arch Green, Executive Vice-President of M.B.A., Mr. Barton Stephens, General Manager of the Elberton Granite Association, and Mr. Frank Foster from A.M.A., told the Missouri dealers about The Monument Institute of America. The program of M.I.A. was well received.

A very interesting and informative lecture was given by Mr. Tom Buckley, Buckley Insurance Agency, on Liability insurance and the monument dealer.

The Convention was privileged to have as the banquet speaker Mr. Tom Collins, nationally known after-dinner speaker who gave one of his most humorous speeches, "Two and Two Don't Always Make Four." There is nothing like 30 minutes of laughing to settle a fine banquet dinner.

The J. P. Gilman Granite Company of Kansas City sponsored the Friday luncheon. Mr. Ernie Mehl, Sports Editor of the *Kansas City Star*, gave an interesting speech on "Relax and Succeed." The Monument Builders of Missouri appreciated the cooperation of Mr. Gilman in helping to make this one of our finest conventions.

Mr. Art Stanze of St. Louis made the "Missouri Monument of the Year" Contest awards. These awards were made to the McCarthy, King, and Finke Monument Companies. These three dealers exhibited three outstanding monuments. We in Missouri are proud of these dealers.

The results of the annual election were: *President*—Charles P. Johnson, Johnson and Sons Monument Co., 224 West Maple, Independence, Missouri; *Vice President*—Arthur E. Stanze, Stanze Monument Co., Inc., 7810 Gravois Avenue, St. Louis 23, Missouri; *Secretary*—Vincent Moore, Moore Monument Company, 1619 Webster Street, Chillicothe, Missouri; *Directors*—John H. McCarthy, J. H. McCarthy Monument Company, 4642 West Florrisant, St. Louis, Missouri; Charles Finke, Finke Monument Company, Wentzville, Missouri. These officers were elected unanimously.

A message from the Monumental Builders of Missouri reads, in part: "The Monument Builders of Missouri, Inc., appreciate the fine cooperation by so many wholesale firms. . . .

"Something new in our convention was the auction of four monuments. Arch Green called the shots as auctioneer, and did a fine job of it. The companies that donated these monuments were: Melrose Granite Co., St. Cloud, Minn.; Adams Granite Co., Barre, Vt.; Rose Agate Granite Co., Kansas City, Mo.; and the A. J. Sheahan Granite Co., Graniteville, Mo.

"The meeting adjourned in an optimistic mood. When members of the association meet and discuss their problems, and ways to improve the industry as a whole, they are exhibiting a faith in the industry that is strong enough to stand through the years. We are looking forward to a fine year and our 36th convention next year."

[*Continued on Page 64*

Annual Report From The Barre District

By Richard T. McBride, Field Representative of The Barre Granite Association, Inc.

(A report delivered at the state and regional winter conventions.)



RICHARD T. MCBRIDE

Rather than a speech, I think this talk which is about to be delivered might be more in the nature of an annual report from the Barre district to their dealers. As in the past, it is not possible for the Barre Granite Association's representative to speak for individual companies regarding their policies but we are able to speak in general for the entire district. Without any further ado, I will start on the various subjects which we feel may be of interest to you.

Since the end of World War II, over 400 young men have been enrolled in the Apprentice Training Program. Last year the number in training decreased as it has every year since the war but we are hopeful that it will at least hold steady now that the Korean Bill or P. L. 550 is in effect which gives Korean veterans the same benefits that World War II veterans enjoyed under P. L. 346, popularly known as the GI Bill. Approximately 65 men are in training at this writing.

After the 1951-1952 session of the Barre School of Memorial Art ended it was felt that because of the low enrollment it would not be possible to operate the school this year. It was publicly announced that the school would not convene in September of 1952 but those plans were changed because we believed it wise to continue the school as long as we could and as long as even a few boys were attending. Consequently, the school has been operating this year with seven students attending from out-of-state. Emilio Politi is teaching these students. The other two instructors were released because Mr. Politi can handle the small number of students himself.

Our plans for the school for 1953-54 are not yet complete. What we have in mind is affiliating with a college or university so that the boys attending the school would receive college credits for the work they do and also be able to join ROTC. Boston University is one school we have already talked with and they have given a sample curriculum which could be followed. The students would attend regular classes at the University, taking courses which would be profitable to any future small businessman and also courses in architecture, modeling and the like. Then during the summer the boys would spend 6 or 8 weeks in the Barre district, learning draftmanship and design in the plants with actual on-the-job designers and also study the history of the industry and of Barre granite, geology, health and safety measures and equipment, etc. While the courses are not completely set and the curriculum must be carefully selected, we are very hopeful that the plan goes through so that the young employees and sons and daughters of dealers will have a school which they may attend, learn the memorial business from a design viewpoint and also receive college credits for their work. A total of about 200 students have attended the school since 1946-47.

During 1952, the Barre Guild Consolidation Service shipped *145* cars of Barre granite, totaling 4100 tons, to *27* states and to *594* dealers. While on the subject of transportation of granite, I would also like to mention we have been active during the year trying to secure direct motor carrier service for our dealers in the midwest and southwest. Your speaker attended four Interstate Commerce Commission hearings during the year for truckers who were applying for motor carrier permits to haul Barre granite to various midwestern states. The applications of two of the trucking firms have been given favorable preliminary reports by I.C.C. examiners and we are hopeful the final reports by the full commission will also be favorable. The Barre Granite Ass'n. is supporting these truckers in the hope that our product can get into the midwest faster and with less damage. Competing granite areas have direct motor carrier service to the western and eastern states so we feel it only fair that the I.C.C. grant these trucking companies the right to haul our product to points other than the eastern part of the United States.

Our movie "The Will To Be Remembered" is still available for showing at service clubs, church groups, schools, etc., so just write us and we will be glad to send you a print. The film has enjoyed remarkable success and we are rather proud that a year or so ago it received a second place award from the First Annual Film Festival of Greater Boston competing with top public relation films in the country. "American Cowboy" by Ford Motor Company was the only film to top "The Will To Be Remembered."

I think you all will recall reading about the so called "New York Case" in the trade magazines during the past two years. This involved the Granite Cutters Union and the Setters Union in New York City who inserted in the new contracts they proposed to their employers that all monuments under 6′ must be cut in New York City and all monuments over 6′ could be cut in areas where wages were the same as in New York City. Incidentally, no such area exists in the granite business in this country. So actually what the unions were proposing was that all monuments sold in the New York City area must be fabricated in New York City. About a year ago the New York employers and the Barre manufacturers and quarriers received a consent decree from the GCIA saying in effect they would permanently remove the objectionable clauses from their future contracts. However, the setters union would *not* agree they wouldn't be back with the same clauses next year so the case with them dragged on costing everyone involved a large amount of time and money. Finally, however, the setters union did agree to remove these clauses permanently and the case was settled out of court. Although the case lost much time and money, we now have some assurance that we can at least sell monuments in New York City in the future.

[*Continued on next page*

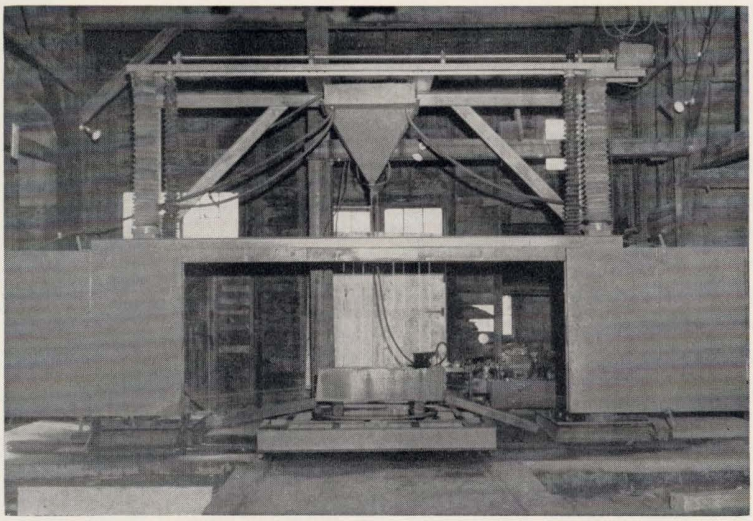
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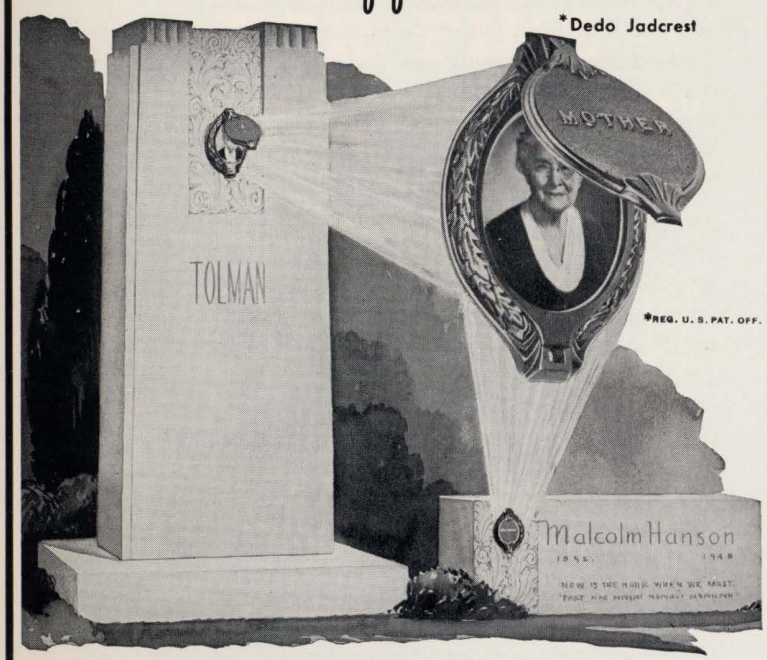
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R. T. McBRIDE . . .

Continued from Page 53]

Because of the strike the Association's advertising and merchandising program under the Barre Guild banner was drastically curtailed during the second six months of 1952. We cancelled several insertions in national magazines because the Association's income was cut in half, and our merchandising and selling aids were stopped completely. However, I am happy to tell you our national advertising is being resumed in 1953 and we hope to continue it for many years in the future. Our ads will appear in the following magazines—*American, Pathfinder, National Geographic, Good Housekeeping, Country Gentleman, Household,* and *Woman's Home Companion.* During 1952 we produced two new special-day advertising mats and continued our program of publicizing interesting monuments erected by our dealers. The *Good Housekeeping* "Seal of Approval" was awarded to Barre Guild monuments during 1952 and it is featured in our new merchandising folder "Remembered For All Time." Also during 1952 our booklet, "Monument Ideas," which is sent in response to inquiries arising from our national advertising program, was revised. We also produced a folder which lists everything that is available through the Guild, booklets, folders, signs, pictures, speeches—everything we have. If any of you are interested in direct mail folders of any type, I am certain we can help you, not only with the folders we presently have available, but by assisting you in the production of new folders of your own.

I would like to give you just a brief report of Barre's participation in the national convention recently held at Cleve-

[*Continued on Page 58*

Advertising and Promotional Program of the Elberton Granite Association



BARTON STEPHENS

Talk given by Mr. Barton Stephens, Secretary, Elberton Granite Association, before the Tri-State Convention in Atlantic City, N. J., on January 26, 1953.

It is a happy privilege for me to come back to Atlantic City today. I have enjoyed three such visits before. Unfortunately, it was not with this group. However, I was with your group last year at Harrisburg.

On the program I am supposed to talk about "The Granite Industry in the South" but with your permission I'd like to give a brief synopsis or explanation of our Association, and then I'd like to talk to you about a thing that is very close to my heart, the Monument Institute of America.

First, I'd like to tell you that we have patterned our Association as much as possible after the Barre Guild Association. Reginald French was of great help to me. As a matter of fact I can never thank him enough for helping us to get our organization under way. He has been most kind in offering suggestions. There prevails, and I hope will continue to prevail, a very kindly, friendly spirit between us.

We are set up with a regular nine-man board of trustees. We have our operating committees just the same as the Barre Granite Association has. Our principal work has been in advertising and promotion in the inception of this Association—we are less than two years of age. I, myself, am a former newspaper man. I have had no experience in trade associations except what I have been able to gather in meeting with our good retailer friends like yourselves. I am having to learn some of it the hard way. We intend to set our sights high and to work with our retailer friends in promoting the memorial idea. I think, gentlemen, that is the salvation for our industry. If we do not as retailers, as producers, as suppliers join hands together then our future is going to be very dismal.

Among the things other than advertising and promotion we have a credit and collection system which is not pleasant conversation to any of us and it is my unfortunate privilege to have to receive reports that deal with delinquency. That is not a happy thing in any type of business but we try to work it on such a basis that it is not embarrassing to anyone. But I must have that information. It is disseminated to all our producers and those who are unfortunate enough to get on it—I am sorry, but that is the way it is whether it is pleasant or unpleasant, and we will just have to accept it.

We have produced in these short two years a few advertising aids for monument dealers. Perhaps many of you have received this poster with the title, "Never Can There Be a Substitute For a Monument." (Displayed poster on easel.) We took the negative approach because in many instances in matters of this type the negative approach makes your customer stop and think. We could have said, "There is no Substitute for a Monument" and a person would just have given it a quick glance and passed on.

Now the next thing we have done was to formulate a series of advertising mats which are supplied to dealers free. This one is patterned exactly after the poster itself. We did that so that in hanging this poster in his place of business the man would also have the privilege of placing this same message before his local newspaper readers.

Then in addition to that we developed a number of special events designed for advertising mats, one of which was the Mother's Day design using the old brooch as the basis of the theme, "Mother of Mine." It has been very effective. We have one for Thanksgiving, the Fourth of July, Father's Day, Christmas Day—special event ads for use in your local newspaper. The way to get those is simply write me a letter stating you would like to have them and they will be sent to you in the next mail.

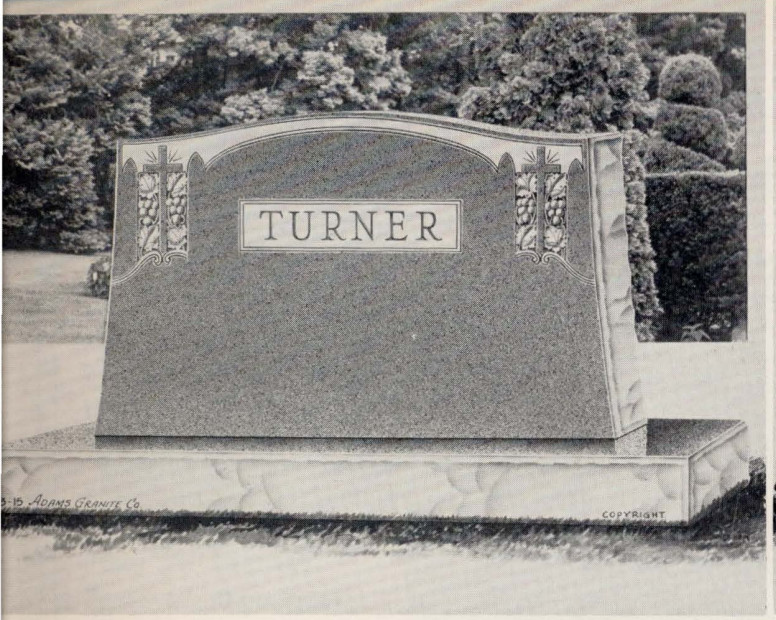
We have also produced a series of mats called Series A. This by the way is Series B. Series A are strictly institutional ads. They have nothing to do with any holiday or any particular event. Most of them have as part of the ad mat, a quotation from some famous man or outstanding writer that will tie in with the memorial idea. Some people have used them to great advantage, some people don't care for them at all. I say it is a matter of choice. If you think it would go over in your community you are welcome to a set of them at no cost. Just drop us a line and tell us that you need them.

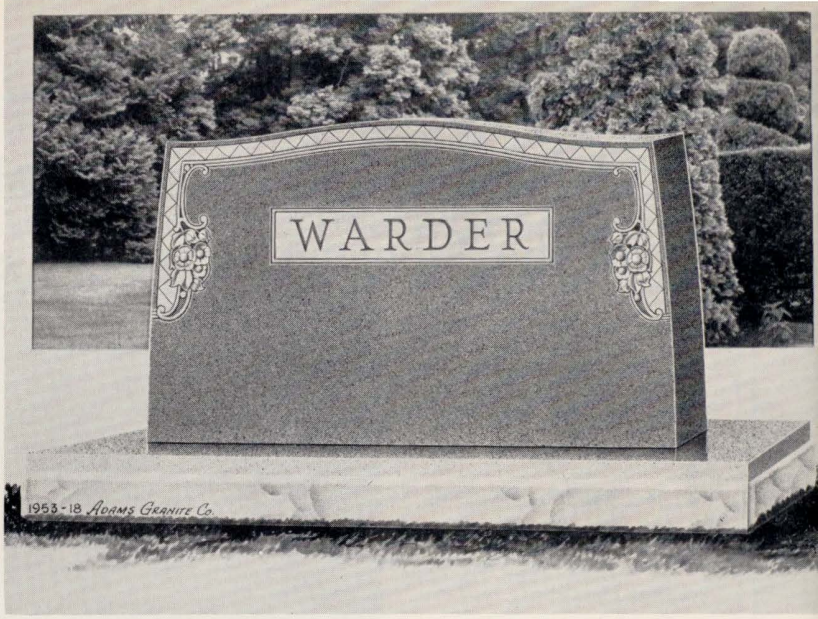
(Machine displayed on table) Here is something else. This machine is known as a Projectograph. It is made by a company in Oshkosh, Wisconsin, and we have an agreement with them that each retail monument dealer in the United States who would like to have a projectograph may buy one through our Association at no profit to us at slightly above manufacturer's cost. As you can see, this moves continuously until 14 slides are shown. (Demonstrated) A number of our retailers are taking pictures from their cemeteries and using this as a sales aid in the home. You only need 110-volt outlet in order to make your presentation. You may also place it in your show window in the evening so that people driving by might have an opportunity to stop and see it. It is a good sales aid. It may not fit in your program, it may not be of any practical use to you, but if by chance you would like to get more information on this, if you'd like to get a machine, our Association would be more than happy to cooperate with you. As I said before, it doesn't mean a penny to us. It is just another service that we are trying to offer to the retail dealers of the United States.

If you would like a machine and in order to get this rate, by our agreement, you must write me a letter. It will be shipped direct to you from the factory and usually takes about 5 days for delivery.

I would now like to impose on your time for just a short

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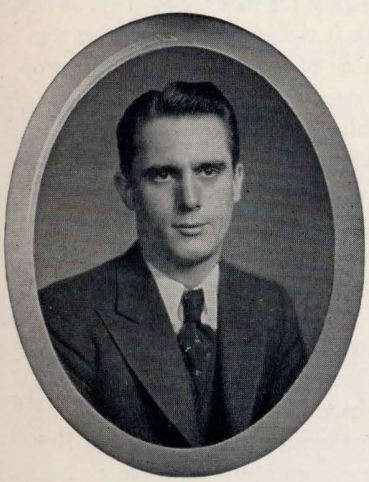
Copyrighted Designs, Adams Granite Co., 1952

Two More Outstanding Designs in Our "Display" Series

The Turner and Warder designs are two more "display" memorials that will help you safeguard your business against the post-Memorial Day "let-down." If you have new and attractive monuments available to add to your display after the usual "Spring rush" is over, you will be assuring yourself of *more sales* at a time when they count . . . your inquiries are cordially invited.

Fine Art Memorials by Adams

ADAMS GRANITE COMPANY . . . Barre, Vermont



STOLA MONUMENT PICTURES

memorial pictures that last forever fired in porcelain enamel on copper base

with or without

MONEL INVISIBLE FASTENER COVERED BRONZE CREST

all sizes available—send for illustrated catalogue

OAK PARK CERAMIC COMPANY

John O. Stola

6336 ROOSEVELT ROAD

OAK PARK . . . . . ILLINOIS

BARTON STEPHENS . . .

Continued from Page 55]

while, as I said before, to talk to you about the Monument Institute of America. I have traveled through most every state East of the Rocky Mountains, I have talked to large retail dealers and small retail dealers, I have seen men who are worried, who are fretful over the no monument cemetery threat. You heard Don Davis tell you this morning that at the present time there are more than 670 no monument cemeteries in the United States today. In 1948-49 there were only about 400. You can see that this is an inroad being made on the future success of your business and is a vital threat to every single one of you, as well as to us in the producing end of it.

Any time that a no monument section or a no monument lot is sold, as Don pointed out, you are left out, we are left out, and to my way of thinking it is going to boil down to a joining of hands, of you in the retail field, we in the producing field and our supplier friends. We must determine if we are going forward in this effort together because if we don't your business is going to suffer. One of the most astounding remarks that I have heard in the past several weeks was made by a retail dealer who told me he didn't care about the granite business or the monument business after 5 years—that he would have made his. When that is the feeling and motivation behind a man being in the granite business our future is dim.

We have a story to tell that is as old as civilization. You know the pyramids of Egypt, the Taj Mahal of India and all the other famous memorials have sprung from the breasts of men who wanted to be remembered. How else can they be remembered except through fitting memorialization? We can't

[*Continued on next page*

do it with a no monument cemetery that looks like a glorified park. That isn't my idea of memorialization and as retailers in this industry I don't think it is yours either.

I am convinced after you have given that a great deal of thought and consideration that every single one of you will go along with this Monument Institute of America. I know it isn't perfect. The monument industry has a story to tell and we must tell it now. We must tell it through our periodicals such as brought out in the presentation this morning and we must tell it in service to the buying public. We have got to make Mrs. Jones and Mrs. Smith realize that we have a service to sell, that we are willing and ready and able to do something for them, because that husband meant a lot to a widow. If we take a sympathetic approach and offer them a real type of service they are going to be our friends. They are going to have kindlier feelings toward us than they have in many instances in the past.

We have got to give serious thought to the great benefit that will come through cooperative action. We have got to resell ourselves to the American public. I followed the newspaper in a certain metropolitan area for a period of 12 months and interments that were made in the no monument cemeteries were of men in the Armed Services and people who were less than 32 years of age. So you see we do not have to appeal to those people who have been taught the memorial idea in years gone by, but we have got to tell our story to people who are younger than I, and if we fail in our duty and in our responsibility in this, as I said before, then the future of our business is dismal indeed.

The program which has been outlined, and the Directors Archie Green named just before noon today, will need capable advertising experts, in addition to these men who are experienced in our industry. They are going to need the best thoughts from you, the retail dealer, wherever your place of business is; they are going to need the best thoughts from the producing end; they are going to need the cooperation of our supplier friends—and not permit delay of the program brought about by jealousies, which so often crop up where groups of men are thrown together. The time has come now when jealousies must be put aside, we have no alternative.

I don't know if you men are willing to give that unselfishly to this program or not. We have been sitting on our hands and the time has come when we are going to have to stand up and make our story known. We must be like the young bridegroom who at the time of his departure on his honeymoon discovered that he had bought only one railroad ticket—to a sobbing bride he made this explanation, "Well, dear, I was so busy thinking of you that I completely forgot about myself."

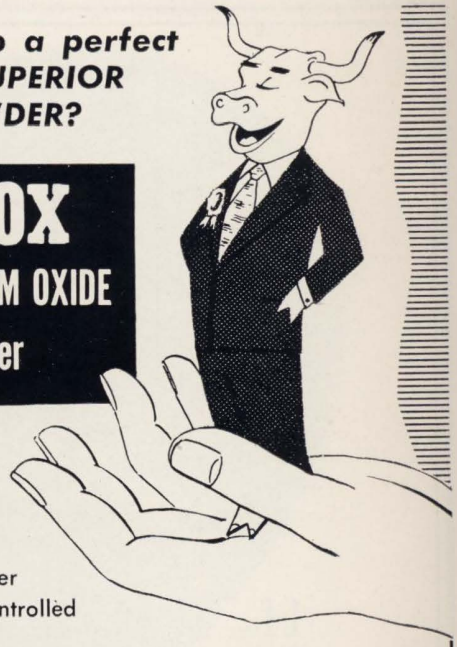
I'd like to tell you a story in closing that impressed me greatly. I think it sums up a parable or fable or whatever you would like to call it, exactly what we are going to have to do.

The people of the old country lived in a prosperous valley where lush vineyards dotted the hill and vales around the mountains. In a year when their crop had been bountiful they hit upon the idea of having a Thanksgiving Festival. Each vineyard owner of the area was invited and all agreed to the plan, whereupon a huge wine cask was placed at a central point in order that each one might contribute one gallon of the best wine from his crop. Meanwhile the crops were gathered and the entire population looked forward to the big day and steadily the wine cask was filled.

On the appointed day the people came forth in their best attire, eager children danced and sang while neighbors visited

[*Continued on next page*

May we hold up a perfect example of a SUPERIOR POLISHING POWDER?



#12 RAREOX
Optical Quality CERIUM OXIDE Polishing Powder

OUT-PERFORMS ALL OTHERS ON GRANITE and MARBLE

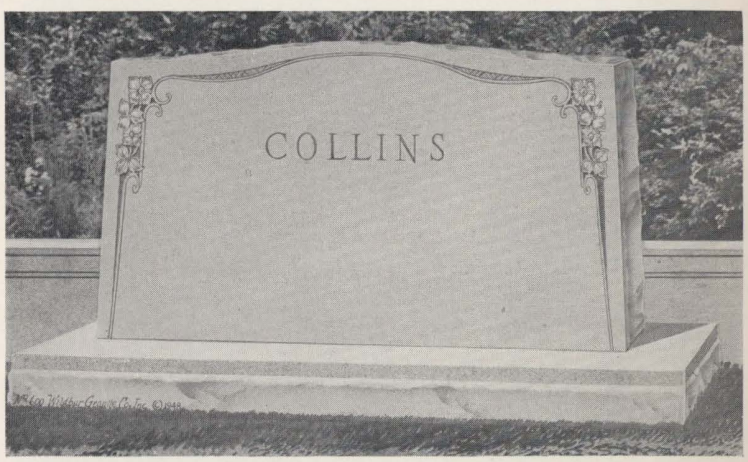
- Polishes faster and easier
- Quality is uniformly controlled
- Lasts longer effectively
- Assures brilliant precision finish—often preferred by many over tin oxide
- Clean to work with
- Increase production efficiently
- Adaptable to all types of polishing equipment

Prove Rareox Superiority By Actual Test. Send for *FREE* Sample!

Order From Your Supplier
Packed in 25, 50 and 100 lb. drums. Ask for it by name.

RAREOX OPTICAL QUALITY POLISHING POWDER

RARE EARTHS, INC.
Mfrs. of RAREOX R.D. #4 Paterson, N. J.

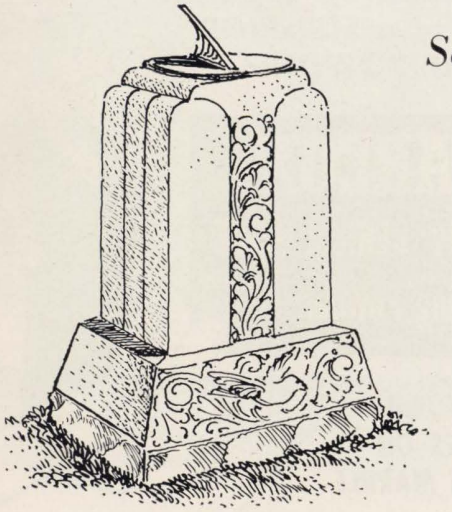


The Collins Design . . .

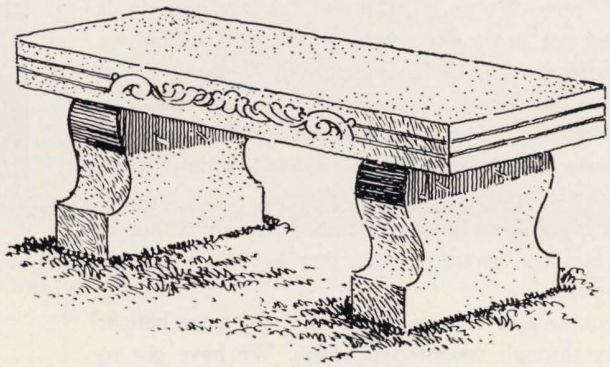
. . . another *proven seller* in our varied selection of "production" monuments, has that universal appeal so necessary for the relatively inexpensive memorial.

WILDBUR GRANITE CO., INC.
STONECRAFT
Manufacturers of STONECRAFT MEMORIALS

Barre Guild Inspected Monuments BARRE, VERMONT



Something EXTRA for your Display!

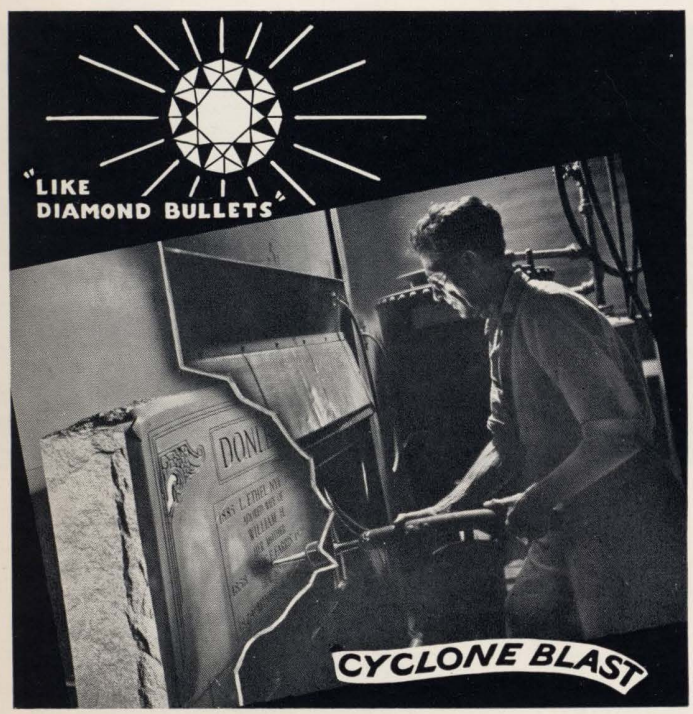


Here is that *something extra* that you have been looking for . . . Garden pieces that will add beauty to your display and can be sold either for the home garden or as memorials—a slight variation in the detailing will provide a space for the family name. And don't forget—a satisfied purchaser of a sun-dial or bench for the home garden will have *you* in mind when the time comes to select a family memorial . . . Your inquiries will receive prompt attention.

BONDED GUARANTEE MEMORIALS by BUTTURA & SONS BARRE, VT. BETTER BUILT

BUTTURA & SONS

BARRE, VERMONT



Aluminum Oxide and Silicon Carbide Abrasives

CUT THE COST OF YOUR BLASTING AND POLISHING OPERATIONS!

Quality and reasonable prices combine to offer you more economical operation.

ABRASIVE PRODUCTS COMPANY

LANSDOWNE, PA.

Canadian Agent — Ritchey Supply Ltd., Toronto

BARTON STEPHENS . . .

Continued from Page 57]

and enjoyed reunions with friends not too often seen. The time of drawing the delicious sparkling wine was at hand. The leader of the community came forward and with great ceremony tapped the cask and lo, nothing came forth but pure, clear water. Yes, each man in his own selfish heart had decided that his one gallon of wine would not be missed among the other hundreds of gallons brought by his friends and neighbors, and thus he, in his selfishness, had had a full share in destroying the real occasion which was to have highlighted the festival.

Now, gentlemen, I'd like to ask you one question today. In this MIA are you going to bring a gallon of water or are you going to bring a gallon of wine? The responsibility, the challenge is yours and mine. We must live up to it because if we don't I will say again we have a very dismal future ahead.

I should like to say once more that it is a pleasure to be in Atlantic City with you and I appreciate your Committee asking me to come and be on your program. Thank you very much.

R. T. McBRIDE . . .

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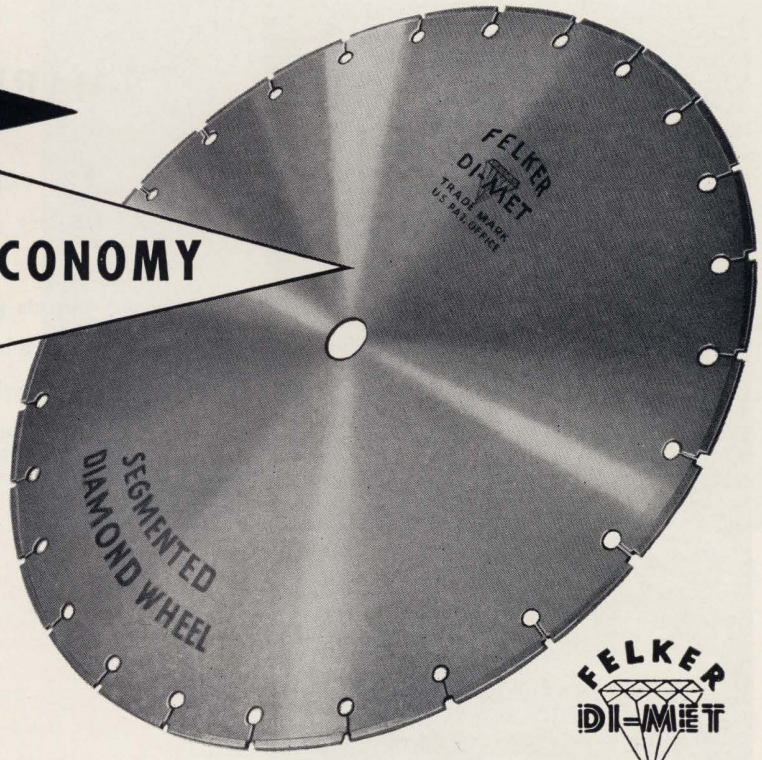
land. Three Barre manufacturers had exhibits in addition to the seventeen-monument exhibit of the Barre Guild. We also had a large booth which we used to display all the merchandising and advertising material available from our office. The exhibit was a most attractive one and from all we have been able to learn our manufacturers who attended were satisfied with the sales which they made as a result of being in attend-

SPEED

ECONOMY

LONG LIFE

You get all three in
FELKER DI-MET
SEGMENTED TYPE
Diamond Abrasive Cut-Off Wheels



These fast-cutting, metal-bonded diamond-abrasive wheels are built for rough, tough service on all marble, granite and stone cutting operations. The rim holes and slots are designed to pull the coolant into the kerf, rapidly flushing out sludge, lowering friction and keeping the blade cool. As a result you get *longer wheel life* and faster, *smoother cuts!* Made in sizes from 6" to 24" Free circulars forwarded on request.

FELKER DI-MET

FELKER MANUFACTURING CO., Torrance, California

"World's largest manufacturer of diamond abrasive cut-off wheels & equipment."

ance at Cleveland. As you undoubtedly know by now, the Monument Institute of America was formed at the Cleveland Convention and we want you to know that the Barre Granite Association manufacturers and quarriers have joined the MIA 100%. It is felt by our members at Barre that a program such as the one planned by the directors of the MIA is sorely needed in our industry and we are happy to be able to tell you that our group did respond 100%.

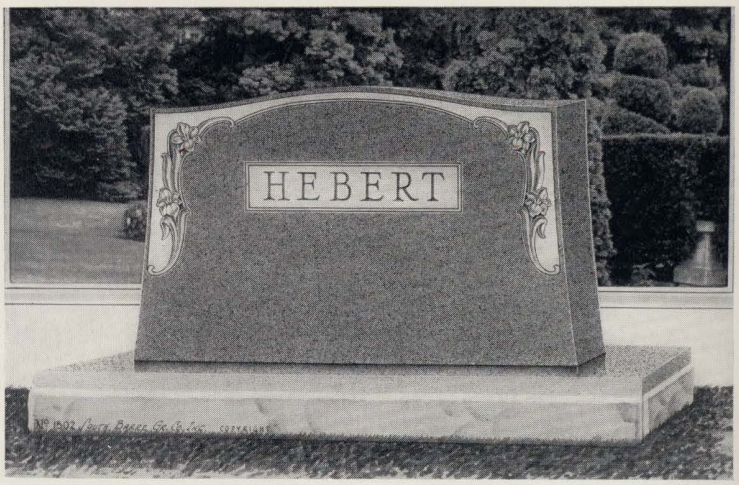
I do not wish to take a great deal of time in reviewing the incidents which led up to the strike in the Barre area during 1952 but I think now that the strike is over we can look back at it objectively and see just what happened and why. As most of you know, the primary issue was whether or not the work day in Barre was to be reduced from 8 to 7 hours. Practically no other important issues were at stake with the whole problem centering on the matter of hours of work per day. The first proposal of the union strike committee contained a request for a 7-hour work day for the entire year. The manufacturers' labor committee was instructed by the manufacturers that they were not to bargain on anything but an 8-hour day and this position was held firmly by the manufacturers throughout the five month's strike. After about a month of the strike, the union strike committee lowered their demands, stating they would accept the 7-hour day for 6 months of the year. The manufacturers refused. Still later, the union agreed to accept the 7-hour day for 3 months of the year and still the manufacturers refused to bargain on the basis of a 7-hour day for any period of the year. Finally the union members realized that the manufacturers had no intentions of giving in on the

[*Continued on next page*

Emphasis on
DEALER PROBLEMS

DESIGNS

. . . are an important part of our service. Especial attention has been given to designs in the middle price field, especially created for stock sales.



. . . Select Barre and Dominion Pink Granites . . .

SOUTH BARRE GRANITE CO.



"MARIA SS. DELLA FONTANA"

This exquisitely carved hard, white Carrara Marble statuary group, "MARIA SS. DELLA FONTANA," is just one of the virtually limitless number of religious subjects that we can furnish . . . The matchless beauty and symbolic meaning of our Carrara Marble statuary will provide a soul-satisfying fulfillment of your customer's desire for a truly fitting religious memorial.

When you have need for a certain subject please write us and we will be glad to send you a photograph promptly . . . we can quote you some very interesting prices.

E. G. LADEWICH CO.

37 PARKWOOD BOULEVARD
MANSFIELD.....OHIO

When You Want

BETTER MEMORIALS

it's

BURKE BROTHERS

Established 1892

Barre, Vermont

BARRE GUILD

R. T. McBRIDE . . .

Continued from Page 59]

matter of hours and gave their union strike committee what amounted to a vote of no confidence. The union strike committee resigned, a new one was appointed, the 7-hour day request was dropped and early in October the strike ended. The provisions of the new contract are as follows:

(a) Continues contract to May 1, 1957; (b) grants a minimum wage of $15.80 per day (an increase of 80 cents); (c) continues the 8-hour day; (d) contains a cost-of-living wage adjustment every six months beginning May 1, 1953 and each six months thereafter, such adjustment to be computed on the minimum daily wage based on the U. S. Bureau of Labor Statistics; (e) provides for a Christmas bonus plan plus one retroactive paid holiday (Labor Day); (f) continues all fringe benefits of the old contract which include group insurance, six paid holidays and vacation plan.

The strike, of course, had a tremendous effect on all of the manufacturers and quarriers in the district. Production was at a complete standstill during the strike and naturally the district lost a tremendous amount of money. However, the one bright part of the strike was that it gave the manufacturers and quarriers an opportunity to overhaul their machinery, purchase new equipment, and generally speaking, improve their production facilities. Right now production facilities in the district are probably at the highest peak they have ever been and all of the manufacturers are reasonably busy. We are very grateful for all of the expressions of support which we received during the strike. It encouraged the manufacturers in Barre to take the firm stand they did when they knew that the

* ROSE ART

The NEW rose carving that means QUICKER SALES and MORE PROFITS for you.



Here's Something to Shout about, Folks!



COPYRIGHTED DESIGN

Yessir, if you haven't yet inquired about the new ROSE ART carving recently developed by our sandblast engineers, it will be to your advantage to do it today! ROSE ART has the beauty and sales appeal of hand carving at a cost not much higher than that of ordinary sandblast carving. The Bingham design, here featured, is just one of our many copyrighted designs, created to feature ROSE ART . . . Being the first in your territory to offer this outstanding advance in memorial design will assure you of many added sales.

Hoody

***ROSE ART — manufactured by an exclusive Modern Granite Co., process, (U. S. Pat. Pending, Application No. S. N. 267459)—the first outstanding improvement in sandblast carving since shaped carving.**

MODERN GRANITE COMPANY

INCORPORATED

Barre, Vermont

retail dealers of the United States were on their side.

On that comparatively happy note, I'll end my report—and many thanks for listening—best wishes from all the quarriers and manufacturers in the Barre district.

In conclusion, may I thank you for the opportunity to present this report and for all the quarriers and manufacturers of the Barre district who could not be with us today, I extend best wishes for a successful convention and a prosperous year.

ARNOLD BURNETT . . .

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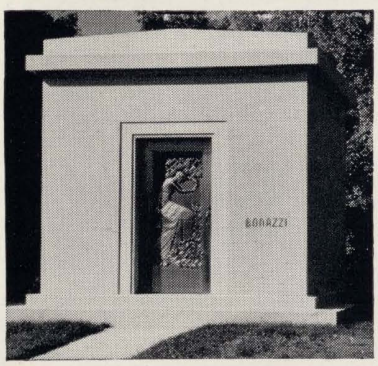
stirring us up to violent protest. And the Army tampered with our shrines and our feelings when it callously tore down the white crosses from the 14,000 graves of our sons in the Hawaiian Punchbowl cemetery.

In overseas cemeteries, the Army has white marble crosses on the graves of American dead. At first we use white wooden crosses, which are replaced by the marble or stone ones as they are prepared. Now, in national cemeteries in this country, the Army doesn't use crosses. I don't know why. But they do use upright stone or marble markers, as anyone knows who has visited a national cemetery. Arlington is a forest of monuments of all kinds. So is Vicksburg and other national cemeteries.

Now the Punchbowl cemetery in Hawaii doesn't qualify as an overseas cemetery because Hawaii is a part of the United States. Therefore, the Army won't erect the white marble crosses. Well, then, how about upright markers of the type used in Arlington and other national cemeteries? No, says the Army. The people of Hawaii prefer the flat type marker, sunk flush

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FULLY AVAILABLE without restrictions

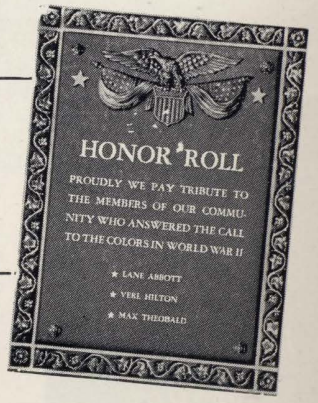


NEWMAN

definitely finer

MAUSOLEUM DOORS AND FITTINGS

Genuine hand-chased bronze . . . famous for superior craftsmanship for 71 years.



SELL BRONZE

Tablets, Vases, Cemetery Urns and Sun Dials by NEWMAN

ENJOY BIGGER PROFITS

DO THIS TODAY

Attach this advertisement to your letterhead (or drop us a line) and get complete folders, prices for re-sale, etc. No obligation for you.

NEWMAN BROTHERS, INC.

670 West Fourth St. Cincinnati 3, Ohio



For the dealer whose inscription volume does not warrant purchasing a Model T-33, Lindsay builds the popular Model 15 Air Compressor which costs only $460 including automatic unloading. This compact, rugged machine has power for blowing 1½" inscription letters in granite, using electric furnace abrasive, in less than two minutes each.

FULL TIME LETTERERS SANDBLAST OUTFIT

This Sandblast Outfit comprising a Lindsay Model T-33 Air Compressor, a CXW Sandblast and a CH Helmet is in daily use by the George R. Sands and Sons Company of Cambridge, Massachusetts. This powerful machine has adequate capacity for blowing 1½" inscription letters in granite, using regular sand, in less than one minute each. The large tool box on the Model T-33 enables monument letterers to keep the sandblast equipment with the compressor. As the picture indicates, the Lindsay Model T-33 may be towed directly to the job. This is an ideal sandblast outfit for the full time letterer or large dealer.

P. K. LINDSAY CO.

97M Tileston St. Everett 49, Mass.



FINE DESIGN

EXPERT CRAFTSMEN

MODERN PRODUCTION

PROMPT SERVICE

MORE SALES FOR YOU

The Kenston design is one of our new series created especially for your "stock" sales program. Our new, varied selection of designs in this field will mean more sales for you.

Zampieri & Buttura

BARRE GUILD

BARRE, VERMONT . . . .

ARNOLD BURNETT . . .

Continued from Page 61]

with the ground, says the Army. I don't know where they get this idea, because the people of Hawaii have been fighting constantly and tirelessly since the white crosses were removed, to have them replaced.

Now I want to ask a pertinent question: If wooden crosses rot too fast in Hawaii, why not use marble ones? Question Number Two: If the American people, the people whose sons are buried in the Punchbowl, want white crosses on the graves of their boys—why can't they have them?

My friends—in Russia we expect to be told what we can do, and what we cannot do. In Russia the decisions made by the Army, or by the Kremlin, are not challenged. So if the Russians say that there will be no markers of any kind in their national cemeteries, there isn't any complaint.

But this is America. This is the land where we are supposed to be free! Of course, we can all see that uniformity of grave markers in a national cemetery is a desirable thing, and we won't protest such uniformity. But if the American people want those grave markers to be white marble crosses, or upright stone markers—do you mean to tell me that we have gone so far down the road to authoritarian control that our wants, our desires, our protests, are ignored?

As I said before, this seems such a trivial thing to become concerned about, but do you realize that freedom doesn't disappear with a loud blowing of horns. Freedom disappears quietly, bit by tiny bit, a little bit here and a little bit there. Last week we weren't free to bargain with a store-keeper—the government had set the price we had to pay for his goods. This

DELIVERIES "ON SCHEDULE"



• The season is here again when deliveries are extremely important . . . when dependable service from the manufacturer has a direct bearing on your ability to write business and satisfy customers.

• Again this Spring we're handling a record volume of retailers' orders, but we're shipping in volume, too. Every day a huge tonnage of finished work leaves our shipping yard, on schedule or ahead of it. And every day new orders are being booked with the definite assurance that they'll be delivered ON TIME.

MINNESOTA GRANITE INDUSTRIES

Sole Source of VARIEGATED AGATE and IMPERIAL MAHOGANY

Delano, Minnesota

week we aren't free to decide what kind of a marker goes on the grave of our hero son. Next week, what? Perhaps we won't be free to protest our continuing loss of freedoms!

MURPHY PISTOL SPRAYER ANNOUNCED

The following letter was received recently from James A. Murphy & Co., Inc., of Hamilton, Ohio, which should be of interest to the trade:

"The Murphy Pistol Sprayer is used for blasting out point marks which look white on the rock face of Memorials. Using a dust from regular abrasives, blasting with the Pistol Sprayer, brings back the original color of the rock face. For this purpose the Pistol Sprayer is more efficient than regular sand blasting because then it is not necessary to move the stone into the sand blasting room.

"It is also found that the regular sand blasting of the stone, in these cases, hits more surface than is necessary to remove small white spots which are not usually more than ½" in diameter. On account of the trigger control each spot can be treated and the sand controlled by the trigger. In all cases of Memorials with ugly marks made by time, the original condition of the rock face can be brought back to 80% of its original color.

"The ¼" size is the most popular size for use in memorial works.

"We also manufacture Separators and Aftercoolers in sizes to take care of 5CFM and upwards and in air tools for cutting, these units are indispensable for removing any moisture in connection with the tools."

Another

STELLAR MEMORIAL



The Carlson design is another of our proven, exceptionally saleable designs . . . Here is a STELLAR MEMORIAL that will be an important addition to your Spring Display.

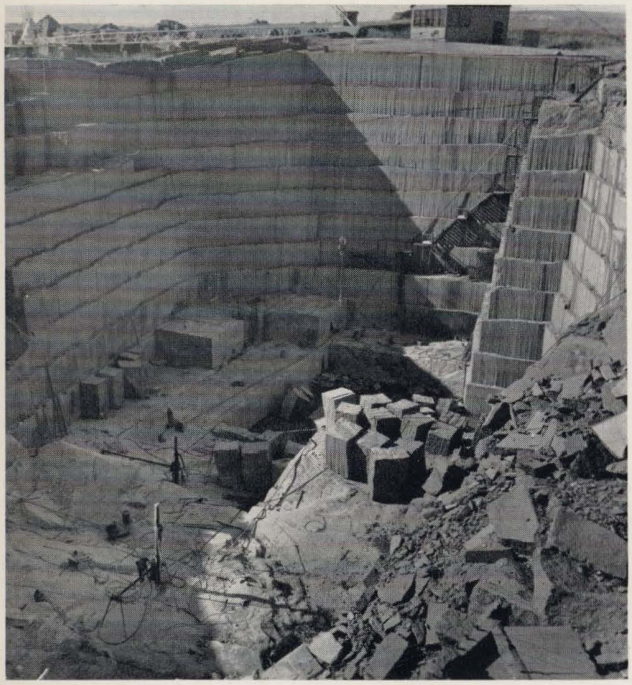
Immediate attention to your inquiries

QUALITY · DEPENDABILITY · PROMPT SERVICE ·

BARRE GUILD

J. Revilla Granite Co. Barre, Vt.

Outstanding Specialties of the Northwest



Never have our quarries been in better shape to deliver Select Dakota Mahogany in saw blocks, slabs or finished monuments. Random saw blocks suitable for buildings are always on hand. —The best is the best buy.

DAKOTA MAHOGANY MONUMENTS

AMERICAN ROSE MONUMENTS

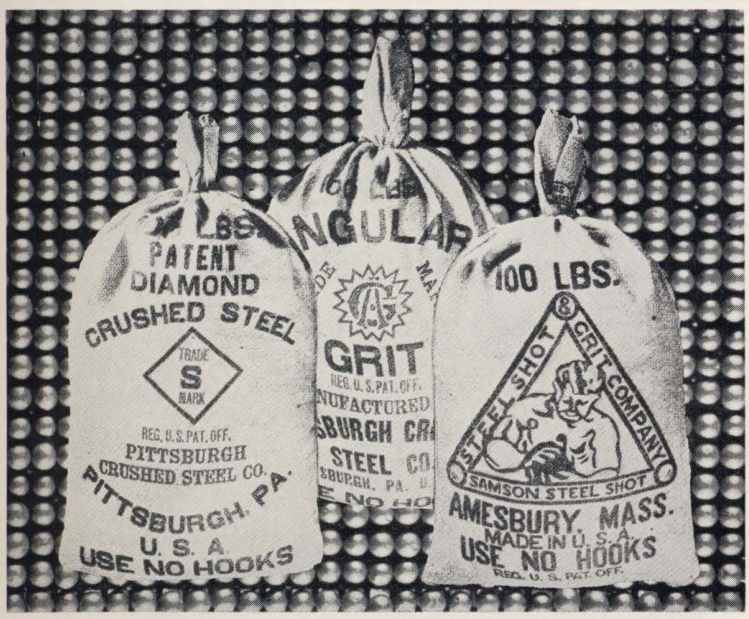
From our Famous Quarries of South Dakota

DAKOTA GRANITE COMPANY
MILBANK SOUTH DAKOTA

DAKOTA GRANITE COMPANY

Quarriers and Manufacturers of
Dakota Mahogany and American Rose Monuments
MILBANK, SOUTH DAKOTA

Member of the
American Monument Association



The only complete line of metal abrasives. Available in all sizes for Sawing, Polishing, Steeling, Panel work & Shape-carving.

PITTSBURGH CRUSHED STEEL CO.
PITTSBURGH, PA.

STEEL SHOT & GRIT CO.
BOSTON, MASS.

CONVENTION NEWS . . . *Continued from Page 52*

MONUMENT BUILDERS OF OHIO CONVENTION

The 1953 Convention of Monument Builders of Ohio, Inc., was held March 1, 2 and 3 at the Dayton Biltmore Hotel in Dayton. The attendance was very gratifying, but more persons would have been present, no doubt, if the unpredictable March had not turned leonine, that Sunday night, with rain, snow, and slippery highways. This kept away many who had planned to drive to Dayton on Monday morning.

Arnold O. Lundberg of the Fostoria Monument Co., Fostoria, was elected president to succeed Charles A. Bone of Xenia. Joseph Carabelli, Jr., of Cleveland was named vice president, and Carl G. Faehnle of Columbus, treasurer. The trustees are Richard Bebout, Van Wert; Irvin Meyer of Cincinnati, and Mr. Bone, who, as the retiring president, automatically went on the board of trustees.

The Association indorsed the M.I.A. advertising and marketing program; urged the men who travel Ohio to speak in its behalf, and decided to undertake the organization of local groups in the different sections of the state. The problems confronting the Monument industry were discussed in a full and straight-forward manner, and, through a pronunciamento submitted by Mr. Lundberg, steps were taken to solve them.

The convention got under way on Sunday evening with an informal reception. Refreshments were served and music was provided, under the direction of Mr. and Mrs. Paul S. Larsh of Dayton, the convention chairmen.

President Bone opened the meeting on Monday morning and gave a short talk, after an invocation had been offered by Rev.

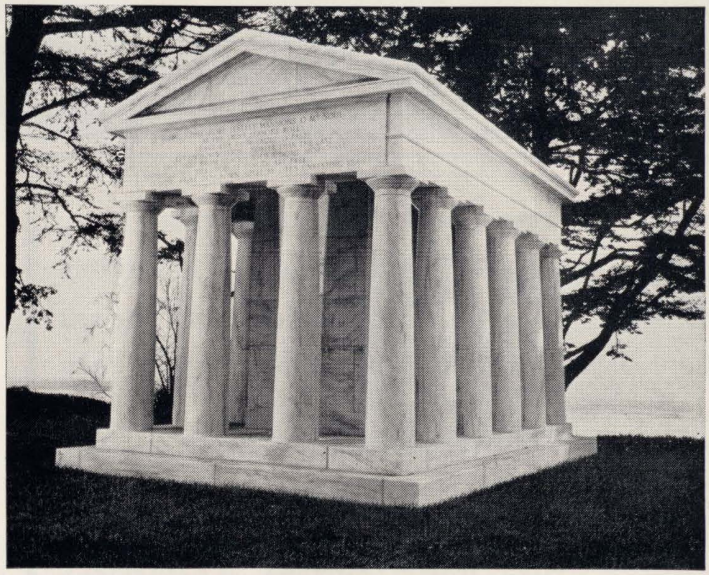
A MARBLE TEMPLE OF REMEMBRANCE

The Minot Memorial

SANTA BARBARA, CALIFORNIA

Dealer: BROWN, STEVENS AND FIFIELD, HOLYOKE, MASS.
Designer: ROBERT W. REMY, R. A.

Erected by Sedgwick Minot of Boston and Hollywood in memory of his wife, Alice Hastings Minot, who stated in her will that her memorial should be designed to "add to the beauty of the world". To carry out her wishes Mr. Minot selected a site in the Sunset Section of Santa Barbara Cemetery overlooking the Pacific Ocean; and, after due consideration, he chose Imperial Danby Vermont marble as the most suitable material for this beautiful structure.



The Memory Stone
REG. U. S. PAT. OFF.

Vermont Marble

VERMONT MARBLE COMPANY • PROCTOR, VERMONT

Willard Borchers, pastor of St. John's Lutheran Church. Mr. Larsh explained the plans for the meeting, reports were received, committees appointed and Mr. Lundberg outlined plans for combating the ills in the industry.

E. W. Warner of the American Monument Assn. gave a complete explanation of the M.I.A. program. He was followed by Hoyt Holton, former president of Monument Builders of America, now president of M.I.A., who told how the M.I.A. program was worked out and explained its purposes. A question and answer period followed. Representatives of the companies advertising in *Ohio Monument Builder* were introduced.

At the afternoon session, Ed N. Sloan, secretary-general manager of Green Lawn Cemetery and one of the leading cemetery officials in the country, spoke, giving the cemetery view on the issues affecting the Monument and cemetery industries. His subject was "Cross Roads—Memorial Service Industry." Mr. Sloan was followed by Jerry Gordon, executive secretary and counsel for the Ohio Funeral Directors Assn. He presented the funeral director angle in the memorial service field.

Dick McBride of the Barre group gave an enlightening picture of the situation in the Barre area, telling of the recent labor troubles there and outlining the situation as of today.

Earl H. Barnhart of Chillicothe, chairman of the Sesquicentennial committee, was unable to be present because of the activities in Chillicothe that day, and his place was taken by his brother, Robert O. Barnhart. Mr. Barnhart gave a very interesting recital of the Sesquicentennial observance and pointed out how the Monument Builders can play a prominent and worthwhile part in it. It was urged that every Monument Builder

[*Continued on next page*

EVERLASTING PORTRAITS FOR MONUMENTS



NOW AVAILABLE!!

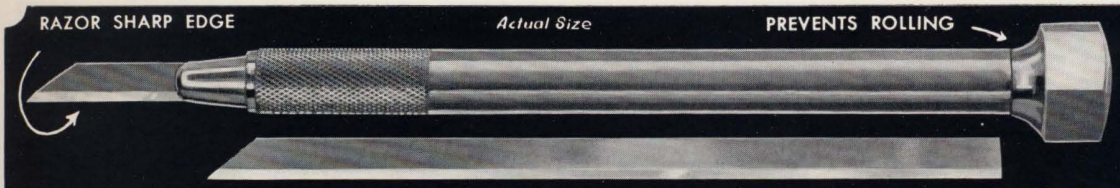
- BOTH CHINA AND PORCELAIN ENAMEL PORTRAITS
- NEW PATENTED MONTLOK FASTENER
- MEMORIAL BRONZE FRAMES WITH INSCRIPTION

CATALOG AND PRICES . . . . ON REQUEST

THE ABENDROTH STUDIO

7008 S. PAULINA ST. CHICAGO, ILL.

RAZOR SHARP EDGE *Actual Size* PREVENTS ROLLING



NEW CONSTANT SHARP STENCIL KNIFE

Handle of aluminum with surgical steel blades.

If your favorite supply house can not supply you, send direct to us.

$4.75 including 12 blades.

MANUFACTURED BY

THE FLOYD A. HOLES COMPANY 100 NORTHFIELD ROAD, BEDFORD, OHIO

Manufacturers and Retail Dealers —

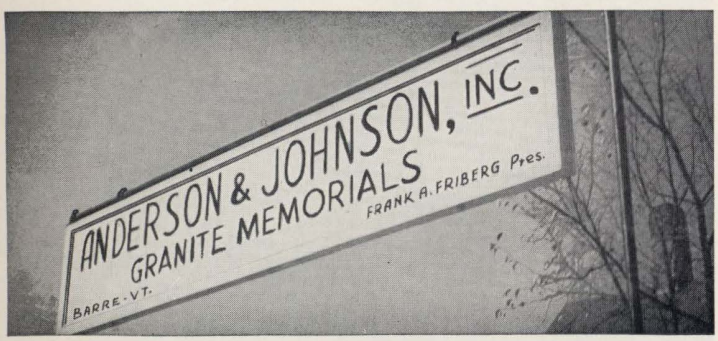
Write for your copy of the new LITHICHROME MATERIAL LIST, with information and prices of the latest Lithichrome developments. *Learn about TOMORROW, TODAY.*

C. E. CLEVELAND LITHICHROME CO.

FORT SCOTT, KANSAS

JOIN TODAY

MONUMENT INSTITUTE OF AMERICA



IS YOUR

COST-KEEPING SYSTEM

SATISFACTORY?

TRY THE

MONUMENTAL NEWS-REVIEW

SALES RECORD

Two Sizes:

200 page with Index, postpaid $6.00

300 page with Index, postpaid $7.00

CONVENTION NEWS... *Continued from Page 65*

communicate with the chairman of his county Historical Society and plan for the erection of a Marker at some historical spot not now marked. This is a good public relations undertaking, it was pointed out.

The speaker at the banquet in the evening was the Rev. Harvey Hahn of Otterbein E.U.B. Church in Dayton, who gave an address that had many humorous angles, together with an intensely serious side. He urged the American people to support to their fullest the efforts of the present administration at Washington to correct the ills that have grown up in the government. Rev. Mr. Hahn makes a hobby of epitaph collecting. He said that some time ago, following a feature story in a paper about his hobby, he received epitaphs from people in 71 cities. "This," he said, "shows that people are interested in epitaphs, but not necessarily their own."

At the dinner, The Merkle Co., headed by Mr. and Mrs. Larsh, distributed flowers and Bill Adrian of Quincy provided interesting mementoes of the occasion. A drawing took place and prizes were awarded to more than a dozen of the companies represented at the dinner.

A. L. Green of Chicago, executive vice president of Monument Builders of America, made his first appearance before the Ohio association at the session on Tuesday morning and also was the speaker at the luncheon. Mr. Green's talk covered a wide range—advertising, marketing, association activities, etc.

Mr. Lundberg's report came up at this session and there was a long and intensely interesting discussion of its contents and of the Monument situation in general. Action was taken to offset some of the unfavorable factors in the Monument business and plans for organizing local associations over the state were formulated.

The ability of the speakers, the importance of their subjects, the seriousness with which the problems of the industry were discussed, together with the delightful entertainment features, made the Dayton convention one of the best the association has ever held, a number of the old-timers declared. There is only regret that every Monument Builder in the state could not be present to take part.

Resolutions

BE IT RESOLVED, That the Monument Builders of Ohio, Inc., indorse the program of the M.I.A. and urge every retail dealer to join and support it. Also, to give support to the producers, suppliers and design companies who, by their membership in the M.I.A. are cooperating for the betterment of our industry.

It is the sense of this convention that the greatest benefit for dealers themselves and for the industry as a whole will be derived if the dealers in the various sections of the state organize into small groups for the furtherance of the aims of the M.I.A., as well as the many other benefits to be derived by the formation of the local organizations. We cannot too strongly urge the organization of local associations.

We express our thanks to all those who took part in the program at the convention in Dayton. They contributed much to the value and success of the meeting. These are: Rev. Willard Borchers, pastor of St. John's Lutheran Church, Dayton; E. W. Warner, American Monument Assn.; Hoyt S. Holton, president Monument Institute of Amer-

LET US SERVE YOU, TOO . . .
QUINCY • SWED ROSE RED
BALMORAL & BEERS RED • RED V
ALSO ALL N. E. GRANITES
WEST QUINCY GRANITE & POLISHING CO.
QUINCY 69 -- MASS.
CONFIDENCE BUILT ON FAITHFUL SERVICE
DA

ica; E. N. Sloan, secretary-general manager, Green Lawn Cemetery, Columbus; Jerry Gordon, executive secretary, Ohio Funeral Directors Assn.; J. Richard Lawwill, director, Anthony Wayne Parkway; Dick McBride, Barre Guild; A. L. Green, executive vice president, Monument Builders of America; Rev. Harvey Hahn, pastor Otterbein E.U.B. Church, Dayton.

We are grateful to Charles A. Bone of Xenia, retiring president of Monument Builders of Ohio, Inc., for his fine service to the organization during the past year.

We extend to all the advertisers in Ohio Monument Builder our appreciation of their patronage.

We also thank all our advertisers who have donated door prizes for this convention. They have contributed much to the interest of this meeting and we ask that their names be published in Ohio Monument Builder.

With reverence for Him who doeth all things well, we are reminded of human frailty and recognize the passing of those who have been taken from our midst during the year just closed. We offer the following expression:

RESOLVED, That Ohio Monument Builders have suffered deep loss; that our Ohio Monument Builders may be the richer for these folks having labored in our midst; that our Ohio Monument Builders extend sympathy to each family of each and that a copy of these Resolutions be placed in their hands.

We wish officially to tell the Dayton Biltmore Hotel how much we have appreciated the fine appointments it has made for this convention and the great care with which the manager, Mr. Whitcomb, has looked after our wants.

We express to Mr. and Mrs. Paul S. Larsh our sincere appreciation of their fine work in arranging this convention, which is considered to be one of the best in many respects of any held in recent years. Mr. and Mrs. Larsh have spared neither their time nor their money in making this convention noteworthy in every way.

We express to the Monument Builders of Cincinnati our thanks for their generous part in arranging the social features of this convention, and especially do we thank Miss Irma Suhre for her fine contribution to the entertainment features of our banquet.

ROBERT GRAHAM,
HARRY C. SCHWARTZ,
PAUL S. LARSH.

ILLINOIS MONUMENT ASSOCIATION CONVENTION

By Peter Troost, Secretary

The State Convention held at the Jefferson Hotel, Peoria, Illinois, March 15, 1953, was well attended by dealers from the Central and Southern parts, but Chicago area representation fell flat on it's face. Most of the evils in the State that confront our business started in the Chicago area, and it seems strange that the dealers in this area are not more interested in trying to correct them or prevent them from spreading. It is true that a good many dealers in Chicago support the Association financially, but both financial and moral support are necessary to help accomplish what is good for the industry as a whole.

The opening speaker on Monday morning was Dick McBride of the Barre Granite Association. Dick informed us that the Barre manufacturers have caught up on their back log due to the strike, and are now in position to give prompt service. Dick also stated the Barre manufacturers as a whole, will financially support the national advertising program sponsored by the Monument Institute of America.

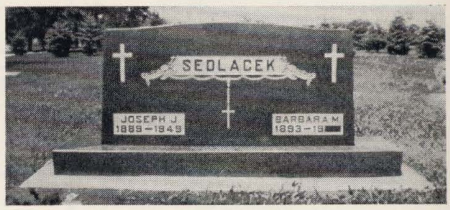
At 11:45 A.M. all members present attended an impressive wreath-laying ceremony at the Soldier's Monument. This type of publicity is good for the industry, and the *Peoria Journal* carried a photograph of same.

During the afternoon session, Barton Stephens of the Elberton Granite Association, gave an account of the granite indus-

[*Continued on Page 69*

PRESTIGE MEMORIALS IN ALL LEADING GRANITES

NOW is the time to act! Replenish and enlarge your displays and stock rooms at our current low prices. Bring your problems to us; our facilities and production methods are adequate to handle your desires. All work positively guaranteed, with prompt shipment assured.



(Actual Monument photo)

WE ARE SERVING MANY OF THE LEADING MEMORIAL DEALERS IN THE U.S.A.—
MAY WE ALSO SERVE YOU?

GRANITE MONUMENTAL COMPANY
Phone 3366
153 Cooper Ave. N.
ST. CLOUD, MINNESOTA

CUSTOM SAWING • HIGH SPEED POLISHING AND STEELING
• ROTARY AND GANG SAWING •
SANGUINETTI SAWING COMPANY
LEO E. SANGUINETTI, Proprietor
DEPOT SQUARE BARRE, VERMONT

POLISHES
-BETTER
-FASTER
Tamms
PEERLESS WHITE ROUGE
Works faster—saves polishing time. Economical—goes twice as far as ordinary rouges. Non-injurious — Non-poisonous — Clean—Sanitary! Used by leading firms the world over. Comes in dust-proof, moisture-proof drums. Red Rouge and Cerium Rouge also available.
Send for prices, free samples.
DEPT. RM-8
TAMMS INDUSTRIES, INC.
228 N. LA SALLE ST., CHICAGO 1

Carl's Special did it again!



It often happens that way because we follow specifications carefully—though of course we make suggestions if desired.
CARL KASTRUP
DESIGNER
1705 AUBURN ST.
ROCKFORD, ILLINOIS

COISSON BROS.
BURNT-IN PORCELAIN PICTURES
WARRANTED—EVERLASTING WEATHER-PROOF
SEND FOR CATALOG



No. 1. 3½x4½ No. 2. 4½x5½ No. 3. 5¼x6¼ No. 4. 6¼x7⅛
COISSON BROS., ULSTER PARK, NEW YORK

Our 50th Anniversary Year

--- For 50 years the name 'Settimelli' has meant Quality and Service in the Quincy District.

Write for prices on your requirements in QUINCY, BALMORAL RED, SWED ROSE RED, BEERS RED, CHESTER, BARRE, RED V., ORCHID PINK and other granites.

E. SETTIMELLI & SONS, Inc.

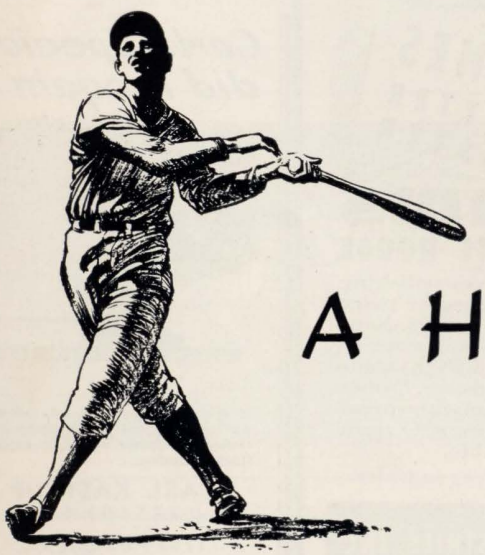
QUINCY 69, MASS. Tel. GRanite 2-5050

R. SIERRA GRANITE CO., Inc.
Barre, Vermont
Manufacturers of High Quality Monuments
A LARGE STOCK OF SLABS
All Dimensions - Dark and Light - Always At Your Disposal
Inquire about Our Specialties—Sawing, Polishing, Steeling



MEMORIAL DESIGN
DIRECT MAIL
ADVERTISING
PRINTING AND
PHOTOGRAPHY

EDWARD R. PETERSON
DESIGN SERVICE - - - LOVES PARK, ILL.



A HIT!

Especially for pink or red stone, CEROX* is a smash polishing hit. It's fast, clean and gives a mirror-like finish. Because of its flesh color, no etching out is necessary. What's more, CEROX is 100% American throughout. Order from your supplier.

*The most concentrated (90%) Cerium Oxide

LINDSAY CHEMICAL COMPANY
FOUNDED 1902
WEST CHICAGO, ILLINOIS

News From Our Advertisers

C. E. LITHICHROME CO. HAS NEW CATOLOG

It was recently announced by The C. E. Lithichrome Co., Fort Scott, Kansas, that a new catalog and price list is available. Twenty-four processes for application to monuments are described in the new publication. Gadgets, spray guns, valves and driers are illustrated and detailed and the book is actually an education and description of twenty-years of research, determination and development of basic understanding in the monumental decorative field.

GEORGE PRATT IS ELECTED PRESIDENT OF SMITH, WHITCOMB & COOK

George O. Pratt of 11 Maple Grove street, Barre, Vt., a partner in E. J. Batchelder Co., Inc., was elected president of Smith, Whitcomb and Cook Iron Foundry Company on March 20, 1953.

Other officers elected at the directors' meeting were Dino C. Abbiati, (South Barre Granite Co.) vice president; Wendelin J. Beck (Beck & Beck, Inc.) treasurer; and J. Wilson Ferguson, clerk. Ferguson was also re-appointed secretary and general manager of the firm.

At the annual stockholders meeting, three new directors were elected and George Pratt was re-elected a director. The new directors are Frank Friberg (Anderson & Johnson, Inc.); Lucien J. Bilodeau (J. O. Bilodeau Co.) and John C. Watt (American Granite Co.). These four will serve on the board with Jerome Veronesi (Chioldi Granite Co.); Paul Mammolo (Peerless Granite Co.); Wendelin J. Beck, Libero Zampieri (Zampieri & Buttura) and Dino Abbiati.

ELBERTON MAN NAMED TO STATE BRIDGE AUTHORITY

John J. McLanahan, Elberton, Georgia business executive, has been named a member of the recently-created State Bridge Building authority by Governor Talmadge. Mr. McLanahan was sworn in as a member of the three-man authority in Atlanta recently along with Jim Gillis, chairman, and Frank Binford of Thomaston.

The Bridge Building Authority is, over a number of years, expected to replace all wooden bridges in the state with concrete spans. To accomplish this, the authority will issue revenue certificates which will be retired by a sum paid yearly to the authority by the Highway department.

Over a period of time the authority will spend approximately $30,000,000 repairing and replacing the bridges. There will be a bond issue for each project and the issues will be retired individually.

Mr. McLanahan is president of the Elberton Granite Industries and is a former member of the State Highway board. He is also chairman of the Elberton Hospital Authority.

MONTPELIER, VERMONT

BONAZZI & BONAZZI

UNVARYING QUALITY IN DESIGN, MATERIAL AND WORKMANSHIP · PROMPT SERVICE

CONVENTION NEWS . . . *Continued from Page 67*

try in the South. He informed us that the members comprising the Elberton Granite Association will support the Monument Institute of America one-hundred percent.

Edward Warner, the representative of the Monument Institute of America set forth in detail the complete program that the Institute hopes to get under way in the near future. He illustrated by a series of cards how the memorial park cemeteries are continuing to cut down a market for our merchandise, and how the old line cemeteries feel that they must open memorial park sections in order to secure this type of customer. You and I know that the American public wants monuments and markers raised above the ground, but as long as these cemeteries keep preaching the story of level markers, and we do nothing to counter-act it, the sale of memorial park property will grow.

The Monument Institute of America was formed for just this reason. The object is to tell the American public that there is only one way to commemorate the dead, and that is by a monument or marker of granite or marble set above ground. It is planned to have ads appear in *Life, Saturday Evening Post, Woman's Home Companion, Time, American Home, National Geographic* and several farm magazines. During the height of the program, the story that monuments are necessary will be told in twenty-nine million homes per week for less than the cost of a postage stamp. What is the program going to cost and how is it going to be supported? The cost at least five-hundred-thousand per year, with one-half of one percent being paid by retailers, wholesalers, and supply houses on their previous month's sales. The program to get under way as soon as sufficient pledges have been received. No payments are to be made until you are notified.

Upon completion of Mr. Warner's talk, Arch Green, the new executive vice-president of Monument Builders of America, informed us what the National Association has to offer and what is planned for the future. He told us about a series of sales bulletins that soon will be going out monthly to the membership, as well as a cost analysis service. Arch did not dwell at great length on the National Association, but used most of his time to help sell the Monument Institute of America program. Arch being a former retailer, knows of the problems confronting our industry, and is very interested in seeing this national advertising program become a reality.

The speaker of the evening at the annual banquet was Arnold Burnett, Managing Editor of the *Peoria Journal.* Part of his talk was so closely related to our business, and created so much comment from those present, that it was decided that all dealers in the State should have a copy.

These bills, known as house bill H. R. 1302, proposed by Congressman Frazier Reams of Ohio, and senate bill H. R. 1302 introduced by Senator Francis Case of South Dakota, known

[*Continued on Page 72*

EATON
GRASS MATS

FOR
BETTER MONUMENT
DISPLAY

WRITE FOR INFORMATION

EATON BROTHERS CORP.
HAMBURG, N. Y.



Genuine
GOLDEN PINK
THE WORLD'S MOST BEAUTIFUL GRANITE
QUALITY DURABILITY

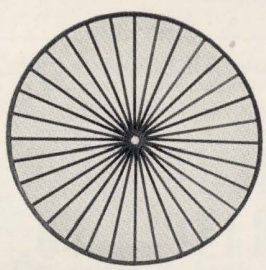
FOR QUALITY
and
SERVICE

GOLDEN PINK
SWEDE ROSE RED
WESTERLY
BEERS RED

BOTTINELLI GRANITE CO.
NEW LONDON CONN.

JOIN YOUR ASSOCIATIONS

Sheahans **SELECT MISSOURI RED GRANITE**
Polished slabs-dies-bases-slants-hickeys
Repolishing-refinishing-repairs
Wholesale manufacturers
R. J. COX MONUMENT CO.
28th & State St. East St. Louis, Ill.



5 ft. Diameter, All Steel
WHEELS
for Granite Cutting Wire Saws
Prompt Delivery
DESSUREAU'S MACHINE SHOP
Manufacturers of Abrasive Cutting Wire Saws
BARRE . . . . . VERMONT
Write for Literature . . .



YOU'LL LIKE DEALING WITH US - - -

We try to please you with our finest workmanship and prompt delivery, combined with our friendly service. Try us on that next order or quotation.

BLUE PEARL - ALL FOREIGN AND DOMESTIC GRANITES

OUR PURPOSE TO SERVE YOU WELL

L. VOLPE & SONS, INCORPORATED Quincy 69, Mass.

REMEMBER

We specialize in giving the very best in BARRE GRANITE either DARK or LIGHT.

In addition we can fill your requirements in other granites and marbles.

Send for our free price list. Always pleased to furnish estimates.

D. J. SMITH & SON

Brattleboro, Vt. • Phone 529

FREE CATALOG!

MORE THAN 300 MEMORIAL DESIGNS

The latest Guy Design Catalog contains horizontal and vertical dies and a broad selection of markers, all of them potential sales for you! This useful book is yours — absolutely free! Send your name and address to:

GUY DESIGN COMPANY
1600 - 6th Avenue No.
St. Cloud, Minnesota

Join Your Associations

BARRE



DESIGN SERVICE

AL COMI

PHOTOGRAPHIC - PRINTS
ARCHITECTURAL RENDERINGS
MEMORIAL MOTIFS
BARRE

THE GRANITE WITH A Contrast

SPECIFY . . .

"FRENCH CREEK" the Extra Dark Monumental Granite.

RECEIVE . . .

Quality merchandise... unsurpassed contrast... dependable workmanship...exclusive designs prompt shipment...less competition . . . better profits.

At your SERVICE since 1910 with our own quarry and complete finishing plant.

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Obituary Record . . .

ALPHONSO DEL GIUDICI

Alphonso Del Giudici, 69, internationally famous stone cutter and sculptor, died unexpectedly at his home in Waterbury, Vt., on March 30, 1953. Death was attributed to a heart attack.

A native of Montiverde, Italy, where he was born Aug. 2, 1883, the son of Luigi and Louisa P. Pangota Del Giudici.

He came to the United States in 1900 at the age of 17. He lived in Elizabeth, N. J., and moved to Waterbury to settle in 1909.

He was one of the founders of the Union Granite Co., of Waterbury and served as president until 1937, at which time the plant was destroyed by fire. Since that time he has been employed by Jones Bros. Granite Co., of Barre, Vt.

Mr. Del Giudici was the 20th direct descendant, father to son, who studied and practiced the carving of statues in stone. He studied and learned from his father the arts of drafting, modeling and carving.

Granitemen of renown have often publicly praised the deceased for a "technical excellence of craftsmanship that is somewhat on the rare side today."

Probably two of his most outstanding works have been the life-like memorial to Ashby J. Wilkinson, grand secretary of the Grand Lodge of Odd Fellows, and the elaborate memorial to a famous Lutheran Evangelist, Dr. Walter A. Maier, founder of the Lutheran Hour.

This monument, carved of 33 tons of Barre granite, has as its central figure a statue of Christ.

Mr. Del Giudici was a member of Winooski Lodge 49, F&AM, of Waterbury.

Besides his widow, the former Sebastiana Imbruglia, he leaves one son, Dr. Amore Del Giudici of Binghamton, N. Y.; three daughters, Mrs. Lydia Adams of Burlington, Mrs. Era Campbell of Binghamton, N. Y., and Mrs. Josephine Demeritt of St. Albans; one sister, Mrs. Carmella Palermo of Waterbury; five grandchildren and several nieces and nephews.

Entombment was made in Barre, in the Hope Cemetery vault pending burial in the family lot in Hope Cemetery.

JOSEPH HETLEY

Joseph J. Hetley, 71, retired monument dealer of St. Louis, Mo., passed away following a heart attack March 2, 1953, while visiting in Warrenton, Mo.

Mr. Hetley retired in 1945 after operating the Hetley Monument Co., in St. Louis for 22 years. The business is being carried on by his two sons, John J. Hetley and William J. Hetley, survivors.

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CHARLES J. SCHOLZ

Charles J. Scholz died in his apartment in the Hotel Vendome, Evansville, Indiana, at 3:30 A.M., Jan. 12, 1953, at the age of 82. His death was reportedly the result of a heart attack. Although his health had been failing, he had remained active until the very end.

Mr. Scholz, the son of F. J. Scholz, founder of the F. J. Scholz Monument Co., established in 1868, saw Evansville grow from a city of 35,000, and was a part of that growth. From the time he was graduated from old Evansville High School in 1888, and the old Evansville School of Commerce a year later, he was in business.

He went on the road for the family company in 1889 to learn the business inside out. He traveled through Iowa, Texas, Kansas, Nebraska, Mississippi and Illinois until 1894 when his father was elected state treasurer and moved to Indianapolis. The son became a partner in the firm, took over its management, and the name was altered to F. J. Scholz and Son. Under his management the firm expanded until its product was sold throughout the southern and western United States.

But Mr. Scholz' business career was not confined to monuments. His interests were wideflung.

Through his interests in the Bank of Commerce, Evansville, he became actively engaged in many other businesses,—a machine company, real estate, hotel ownership, theater interests, building and loan, and many other varied developments. He had wide-spread interest in charity and was an avid dog lover, a Boston terrier which he once owned being featured in Bob Ripley's "Believe it or Not."

Surviving are his sons, Norman F. and Frederick J. Scholz, both of whom have been associated with him in management of the hotel since the early '20s; two granddaughters, and four great grandchildren.

MRS. ALFRED AMICI

Mrs. Alfred Amici, a former Barre, Vt., resident, died on Jan. 13, 1953 in Bayonne, N. J., following a brief illness.

The deceased was born Iole Lotti in Barre in 1908 and had lived here until 1937, when she and her husband and daughter moved to Bayonne, N. J. Aside from her husband and daughter, Joanne, she is survived by her mother, Mrs. Ida Lotti, and Mrs. Egle Babic, also of Bayonne.

While they resided in Barre, Mr. Amici worked for the granite firm of Anderson-Friberg.

HENRY C. SMALLEY

In a recent clipping received without a dateline we learned that "Henry C. Smalley, 91, reputedly New England's oldest granite manufacturer, died during the month of March after a brief illness. He owned quarries in Westerly, R. I., and Milford, N. H., and a granite-cutting plant in South Quincy."

No further details are available at this time.

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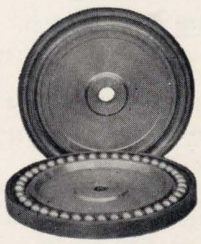
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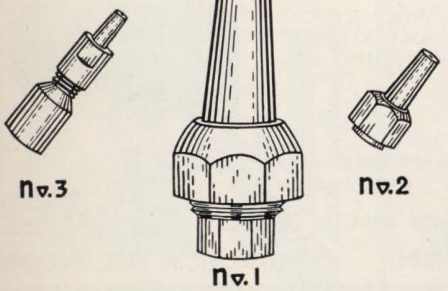
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CONVENTION NEWS... *Continued from Page 69*

as senate bill S-622. (See MONUMENTAL NEWS-REVIEW, February 1953 issue.)

The Officers and Directors of your Association for the year 1953 are as follows:

President—E. J. Kuemmerle, Art Stone Co., Rock Island, Ill.; *Vice-president*—Ralph Von Fossen, R. J. Von Fossen Co., Bloomington, Ill. *Sec'y-Treas.*—Peter Troost, Peter Troost Mont. Co., Hillside, Ill.

Directors—Carl Dunbar, Macomb Monument Co., Macomb, Ill.; Henry Triebel, Triebel & Sons, Peoria, Ill.; Carl Lindahl, Chas. G. Blake & Co., 1000 E. 67th St., Chicago, Ill.; Wilbur Hood, Riverside Memorial Co., Beardstown, Ill.; Glen E. Olson, Olson Memorials, Joliet, Ill.; Bernard Abel, Abel Vault & Monument Co., Pekin, Ill.; Hall McFall, McFall Monuments, Galesburg, Ill.; Don Weller, Weller Monument Co., Carlinville, Ill.; Otto Kasten, Randolph Monument Co., Steelville, Ill.

R & M GRANITE COMPANY

R & M Granite Company, Spartanburg, S. C., to deal in monuments; marble, stone, granite; capital stock, $1,000; president, Edwin T. Rousey, it has been recently announced.

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DO YOU WANT TO LIQUIDATE your monumental stock, if so write us, large or small, we pay CASH. **Robbins Monument Co., 2710 Washington Ave., Houston, Texas.**

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HELP WANTED

WANTED AT ONCE reliable shopman able to layout, cut stencil, sandblast and shape carve. Light stone cutting, optional. One man shop near Chicago. Steady work, union wages plus bonus. **Write full qualifications to "Box 884" c/o Monumental News-Review.**

WANTED MECHANICS, cutting, sawing, polishing, carving and lettering, ALSO FOR SANDBLAST DEPARTMENT. An experienced GRANITE SETTER about 40 years old. **Write The Raubar Granite Co., 9455 W. Fort St., Detroit 9, Mich.**

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EXPERIENCED WHOLESALE SALESMAN WANTED to represent our firm in Illinois, Wisconsin and the vicinity. **Beck & Beck, Inc., Barre, Vt.**

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USLE & PEROJO GRANITE COMPANY desires a representative to cover Pa., W. Va., Va., and Md., handling our Barre and Dominion Pink Granites. Also a representative to cover Mich., and Ohio. **WRITE Usle & Perojo Granite Co., Box 381, Barre, Vt.**

EXPERIENCED WHOLESALE SALESMAN to represent our firm in Detroit and vicinity. Complete line of colored granites. **Central Minnesota Granite Works, 81 Osseo Avenue, St. Cloud, Minn.**

Salesman to represent Barre Granite Manufacturers. All inquiries confidential. **Write Box 388, Barre, Vt.**

Experienced Wholesale salesman wanted to represent the firm of Johnson & Gustafson, Barre, Vermont in the states of Texas, Arkansas and part of Oklahoma. **Reply to Johnson & Gustafson, Barre, Vermont**

SALESMAN WITH THE EXPERIENCE AND ABILITY TO MANAGE RETAIL SHOP for firm with three shops in east and middle west. Profit sharing plan with opportunity to acquire part interest. State full qualifications first letter to **"Box 866" c/o Monumental News-Review.**

OPPORTUNITY FOR RELIABLE EXPERIENCED RETAIL SALESMAN: I want to hear from a good reliable experienced retail salesman who is capable of managing and providing the volume of sales to successfully run a retail shop. Will set up in territory of your own choice anywhere in middle west. Full line of first class granites, marble and bronze. Little or no investment on your part. Here's a chance to go into a business as your own on a good profit sharing proposition and the opportunity to have all the earnings you can possibly make. Give full particulars and references in first letter. **"Box 882" c/o Monumental News-Review.**

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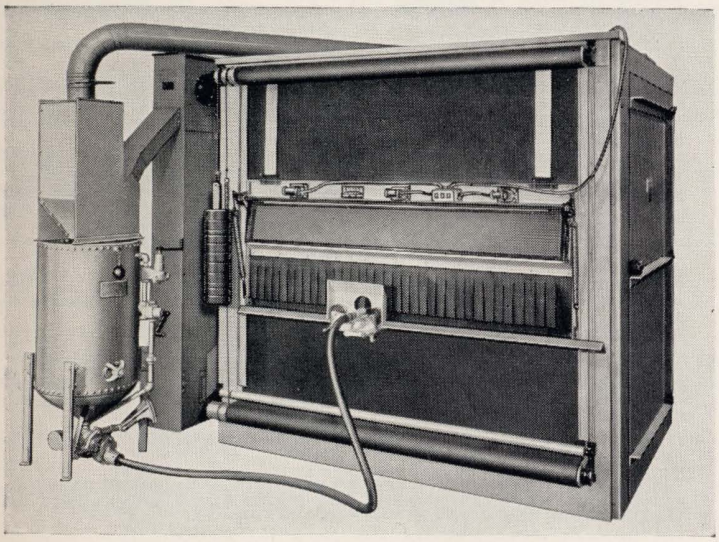
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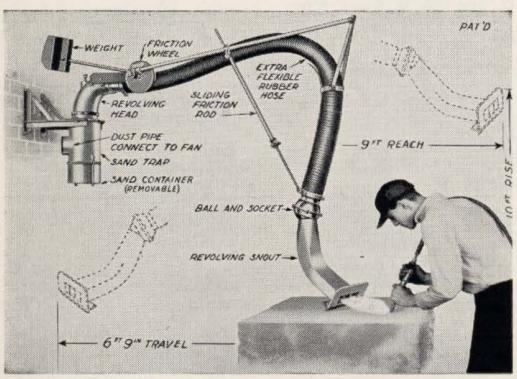
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SEVERAL thousand Ruemelin Banker Dust Collector installations are convincing proof of the satisfactory service they render. Users approve its high efficiency in eliminating dust. High velocity inlet snout quickly removes dust at the source, assuring a safe breathing atmosphere. Inlet hood instantly adjusted to all working positions. Durably constructed. Approved by insurance companies and industrial commissions. Write for Catalog 19-C.

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. . . *Not So Editorial*

CLIPPINGS

Thwarted Foresight

In Harrisburg, Pa., L. U. Leslie, 58, retiring after 30 years as a newspaper reporter, refused to tell other reporters what the L. U. stands for, said that his parents, not expecting him to live after a premature birth, had selected a name they thought would look good on a tombstone.—*Time, Jan. 26, 1953.*

Dies Planning Tombstones for Self and Family

PEORIA, Ill.—Charles E. Jones, 76, went to the office of a monument company to furnish wording for tombstones for himself, his wife and other family members. Before he had given a clerk the information he collapsed and died.—*Boston Advertiser.*

Fraternity Brothers To Assist R. I. Church

Members of the Phi Gamma Delta fraternity at the University of Rhode Island will give a new twist to initiation Saturday when they donate about 200 man hours of labor to the Kingston Congregational Church.

Labor is one of the requirements that pledges must meet before they become full-fledged members, and both pledges and their brothers will go to work clearing brush in the cemetery lot.

Washington Monument Leads

Now that the year is over, figures show the Washington Monument is still top attraction for visitors. Over a million went up and down the elevators, not counting those energetics who climbed up the stairs. Lincoln Memorial is second as a sightseeing attraction, drawing well over 800,000. It's easier on the heart for walkers, too.

—*Elk's Magazine*

Who Mourns for Logan?

One of the most extraordinary of many unusual monuments in New York State is a 30-foot obelisk in Fort Hill Cemetery at Auburn. The only clue to its significance is the brief inscription carved in a small stone plaque. "Who is there to mourn for Logan?"

Logan was a famous orator and Indian leader. He was the white man's friend until in 1774 a band of renegades destroyed his people and murdered his family. His resounding indictment of the white civilization is one of the most moving documents in Indian history. It ended with the bitter words, "Who is there to mourn for Logan? Not one!"

A hundred years later Logan's memorial was erected in belated recognition of his cause. It stands near the grave of another champion of justice, William H. Seward.

Unusual sights add to the fun of vacationing in New York State. A free 196-page book, *"New York State Vacationlands,"* will help you plan your vacation. For your copy, write the New York State Department of Commerce, 112 State St., Room 810, Albany 7, N. Y. (Advertisement appearing in *The New Yorker, March 21, 1953.*)

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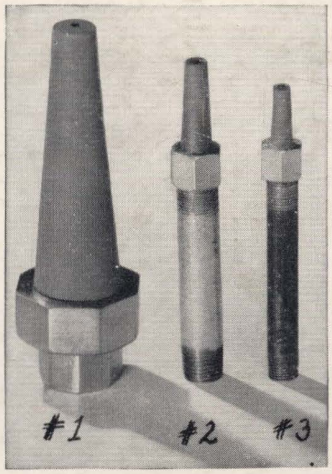
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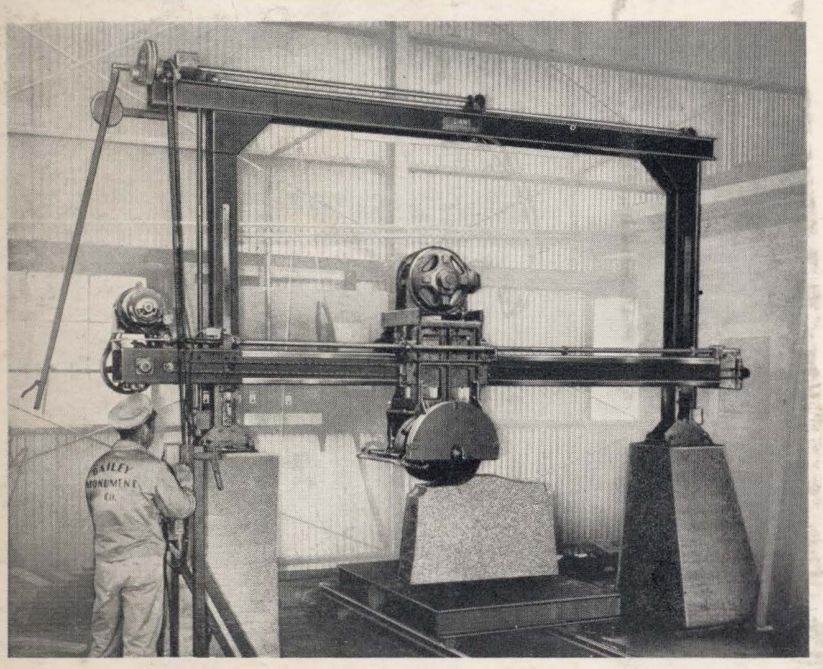
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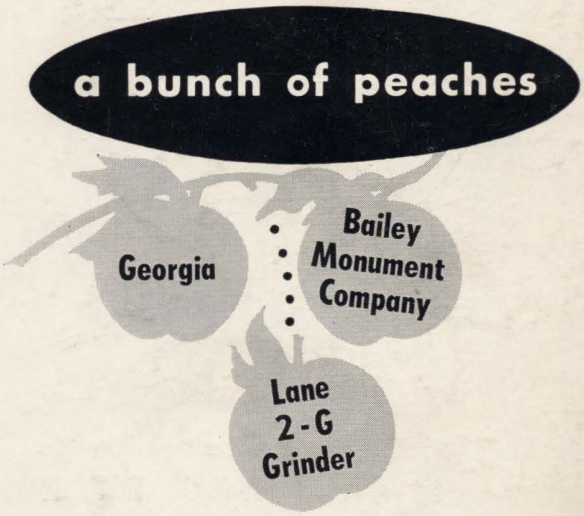
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